Creative Footwear

Incorporating THE SHOE STYLE DIGEST

STYLASTED by VULCAN

Shoe Styled by LO PRESTI, *New York*

May 1939

Slow-moving ferry-boats carried all traffic across the East River, prior to the construction of the famous Brooklyn Bridge in 1882.

While the Brooklyn Bridge was under construction . .

More than a half-century ago, in 1882, while the people of New York were watching an amazing spectacle — the construction of Brooklyn Bridge — *Thomas Taylor arrived in America.*

Previous to entering the field of weaving shoe goring, Thomas Taylor had acquired from early childhood a knowledge of the weaving of silks, and loom construction. Soon after he arrived, he constructed the first double-shuttle, cross-shot loom in this country — the beginning of truly fine machinery for the weaving of fine shoe goring, since made famous by the name SHUGOR.

With seventy-five years of accumulated experience in the art of shoe goring, Thomas Taylor & Sons, Inc. now produce in SHUGOR the ultimate in quality gorings. Since 1864, when Thomas Taylor started the weaving of shoe goring, each year has seen improvements and refinements in machinery and methods used by this firm, resulting in the shoe industry's finest goring—SHUGOR.

THOMAS TAYLOR AND SONS
INCORPORATED

HUDSON, MASSACHUSETTS

COPR 1939 THOMAS TAYLOR & SONS INC

1864 DIAMOND JUBILEE 1939
Reinforced Edge
SINCE 1864 SHUGOR
TAYLORED-TO-FIT

This Salon is the new showplace of Fifth Avenue. But its outward beauty is more than skin deep. It represents I. Miller's successful theory of "Prestige at a Profit." If you were an I. Miller dealer, you too could reap the rewards of I. Miller's "Quality Concentration Plan" that brings you greater volume with greater profits. Why not write or wire us today for particulars about an exclusive franchise if we are not already represented in your city?

I. MILLER & SONS, Inc., LONG ISLAND CITY, N. Y.

Stores and agencies in principal cities of
the U. S., Canada and foreign countries

Creative footwear

Member of CCA (Controlled Circulation Audit)

Incorporating THE SHOE STYLE DIGEST

HAROLD R. QUIMBY, *Editor*, ELIZABETH AMBROSE, *Merchandise Editor*, JOSEPHINE BEACH, *Women's Fashion Editor*, ARTHUR RILEY, *Men's Fashion Ed*

FEATURING THIS MONTH

MAY, 1939

THE SPAT SHOE — Page **21**

There is an astounding relation between the fashions of 1915 and those of today. In 1915 Irene Castle wore white spats over black shoes. The modern version is the "spat" shoe. It has taken hold this spring and looks interesting for fall.

ROOM FOR TOES — Page **24**

Women have worn open toes for two or three seasons and are accustomed to the feeling of freedom. Because of this there is logic in the development of closed toe lasts that feature a lot of toe room and toe "freedom."

HAIL TO THE KING — Page **26**

It will be but a short time before His Majesty, King George VI and his gracious queen, Elizabeth, will be welcomed upon American soil. Designers cognizant of the influence that such a visit will have on American gentry have developed a new English type last and shoes which are shown exclusively in CREATIVE FOOTWEAR.

IS IT A "TREND" FOR FALL — Page **29**

It was brought out during the recent Men's Style Conference that there is a large group of men between the ages of 35 and 60 who are most receptive to a fashion shoe of the utilitarian type for sport and outdoor wear. If you've overlooked this field CREATIVE FOOTWEAR thinks it worth developing.

BACK TO BLACK AND BROWN — Page **30**

For many years there were two shoe colors for fall—first, black; second, brown. And it looks as though those days were about to return, because brown is showing signs of life for the first time in several years. The facts behind such reasoning are provided in detail.

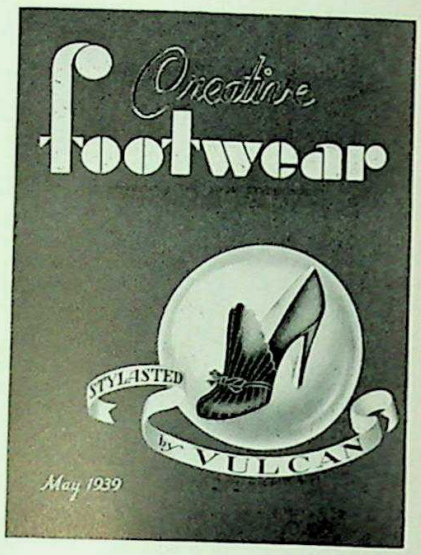
TONE-ON-TONE — Page **32**

There's a new feeling in color coordination. It means black shoes for black costumes, brown shoes for costumes trimmed with brown fur, wine shoes with wine costumes. All of which means that there is a chance for green shoes, to coordinate with green costumes.

HOW TO STIMULATE JUVENILE BUSINESS — Page **38**

The placement of the Children's Shoe Department in any store has a great deal to do with buying psychology. Mary Brouwer Finley treats of this and other vital matters in an article devoted to the promotion of children's business.

AND MANY OTHER INTERESTING AND AUTHORITATIVE FASHION STORIES.



FRONT COVER

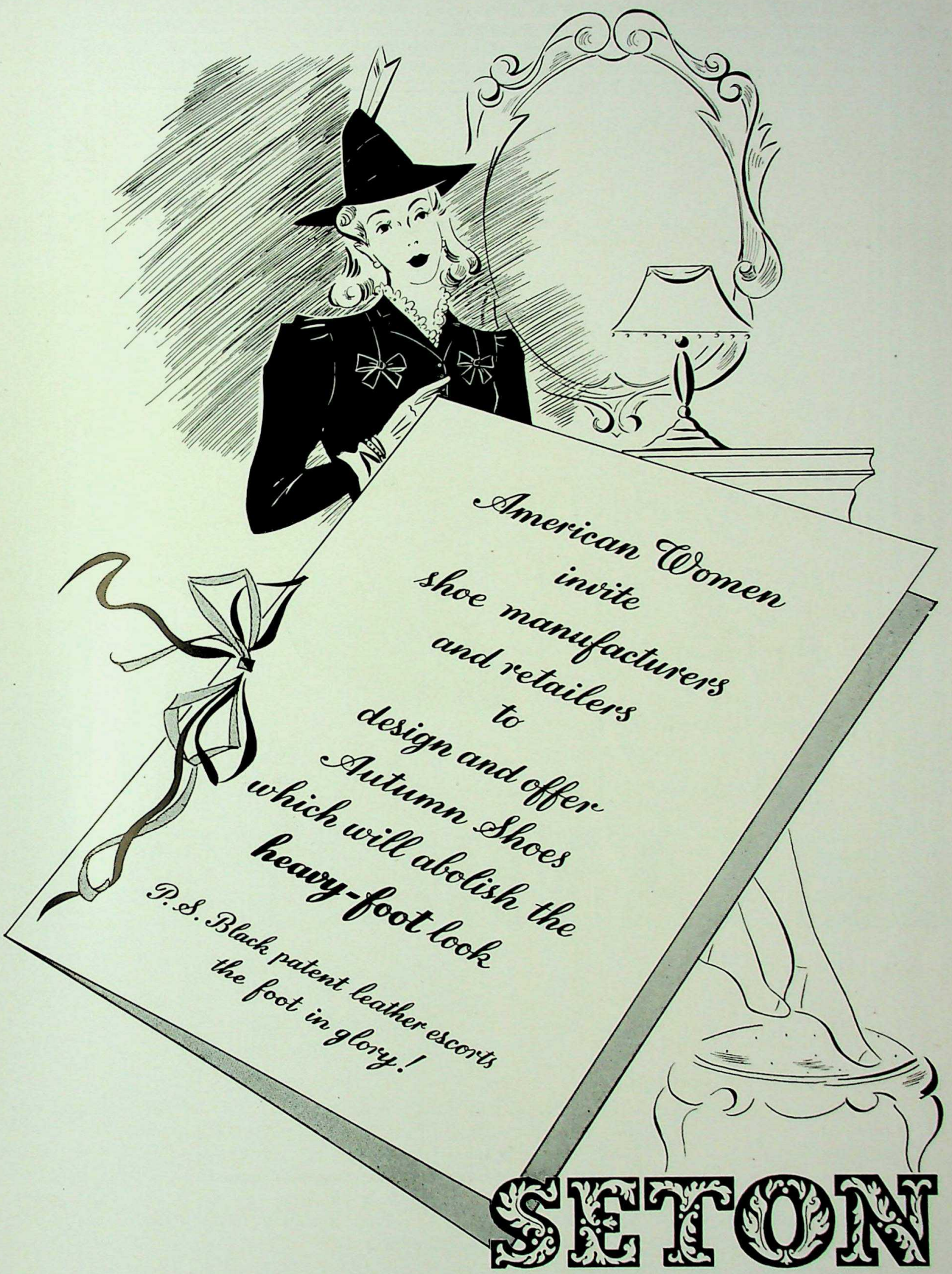
Stylasted by Vulcan

Shoe Style by Lo Presti, New York

Showing smart conception of VULCAN BLIMP (balloon toe last) developed into high style shoe. Wide round toe designed to fit comfortably and be especially complementary to short skirts. 20-8 or 22-8 heel as illustrated. Last number N288. Enthusiastically accepted by prominent retailers as a sound, definite trend. Volume sales anticipated by unusual number of leading factories, in all heights of heels and variety of construction. Vulcan salesmen fully equipped for service to meet individual requirements.

VULCAN CORPORATION
General offices—Portsmouth, O.
Style, sales and model room—19 West 34th St., N. Y. C.
Last factories—Portsmouth, O.; St. Louis, Mo.; Johnson City, N. Y.; Brockton, Mass. Heel factories—Portsmouth, O.; Columbus, O.; Effingham, Ill.; Johnson City, N. Y.; Clyde, N. Y.
At Boston Shoe Fair, Hotel Statler, June 5 to 8.
At Midwest Shoe Fair, Netherland Plaza Hotel, Cincinnati, June 11-13

Creative FOOTWEAR, Incorporating The Shoe Style Digest. Volume 17, No. 5. Published monthly by the Brown, Lockwood & Davenport Co., 210 Lincoln Street, Boston, Mass. Acceptance under the act of June 5, 1934, authorized April 2, 1938. Editorial and Executive offices, 210 Lincoln Street, Boston, Mass. Printed in U. S. A. J. G. Brown, President and Treasurer; A. C. Davenport and E. A. Brown, Vice-Presidents; Directors of corporation in addition to previously mentioned officers, Matthew Brown, Fred A. Collier, Warren A. Higgins, Arthur D. Knight, and Harold R. Quimby. Branch Offices, Philip Melhado, 130 No. Wells St., Chicago; E. A. Brown and J. J. Moran, Room 809, Marbridge Building, 47 W. 34th Street, New York City; S. B. Koons, 331 Arch Street, Philadelphia, Penn.; Harry A. Chase, 121 Powers Bldg., 16 Main St. W., Rochester, New York; J. B. Tratsart, 93-97 Regent Street, London, W. I.; 47 Rue de l'Université, Paris, France.



SETON

is the name for fine patent

As Youthful as the swingful step of the Growing Girl and the Modern Miss...

"Florette," open toe sandal for Misses and Growing Girls, by The Green Shoe Manufacturing Co., Boston, Mass. Hubschman's Tandrite Calf. White—and Blue No. 111.

TANDRITE CALF

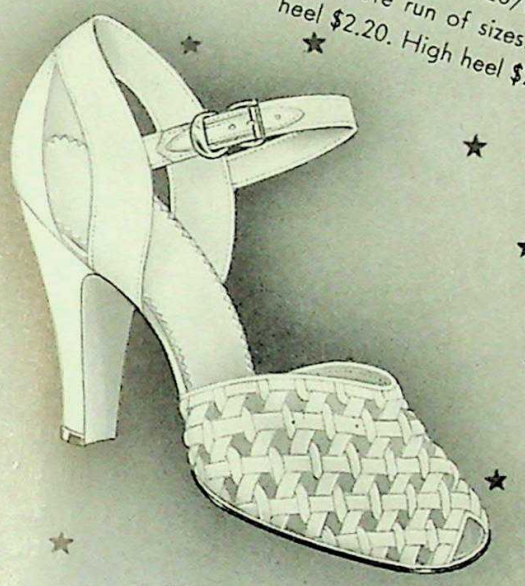
TANDRITE CALF in shoes for growing girls and misses lends that grown-up "look" they desire. Tandrite gives to their supple feet the look of being modishly turned out... yet, it puts up a valiant resistance against wear and tear for a long time. Its fine texture, close break and modish lustre are as engaging as its many fascinating color tones. Tandrite is more than a *fashion* in calf. It is *the* fashion. It will pay you well to sell shoes of Tandrite Calf.

E. HUBSCHMAN & SONS, INC., PHILA., PA.

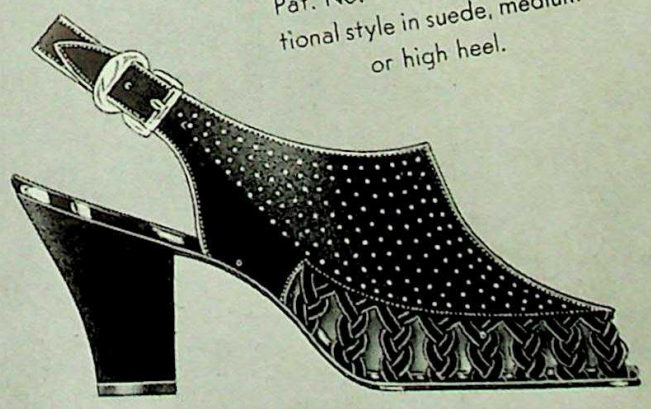
TANNERS OF FINE CALF LEATHERS • • •

THE ROMANCE
A new Fall creation
in suede

IN STOCK
"Laced" pattern of white poplin. 10/8 and 20/8 heel. Complete run of sizes. Low heel $2.20. High heel $2.45.



HIALEAH
The sensational Hialeah, U.S.. Pat. No. 112305. This sensational style in suede, medium or high heel.



Feminine Firsts

by Tupper

TUPPER Models are designed to grace the feet of lovely women. Each new creation accurately interprets the trend of fashionable footwear.

TUPPER creators, closely allied with authoritative style resources, are geared to quickly bring you the newest models fabricated in the latest leathers, colors, materials and designs at prices that meet the approval of the great majority of women. Two of our most recent Fall originations are shown to the left. Due to the tremendous demand, the white poplin laced pattern is carried in stock, to give customers immediate service.

Other styles may be seen by communicating with our New York office, or Executive Headquarters in Hoboken.

On all make-up shoes, three weeks delivery is required.

Tupper INC.
15th and Bloomfield Sts.
Hoboken, New Jersey

New York Office, MARBRIDGE BUILDING
47 W. 34th St., N. Y. C.

20th ANNUAL Boston SHOE FAIR

JUNE 5, 6, 7, 8

Two Official Hotels

HOTEL STATLER
PARKER HOUSE

SHOE BUYERS will be given an opportunity of viewing the new Fall and Winter models — in all styles and price ranges — exhibited by the leading manufacturers of the country.

SHOE MANUFACTURERS will welcome all important buyers — with chain store, mail order, department store, wholesale and retail outlets — who will attend the Boston Shoe Fair from all parts of the United States and Canada.

For sample room reservatians write to

NEW ENGLAND
SHOE and LEATHER
ASSOCIATION

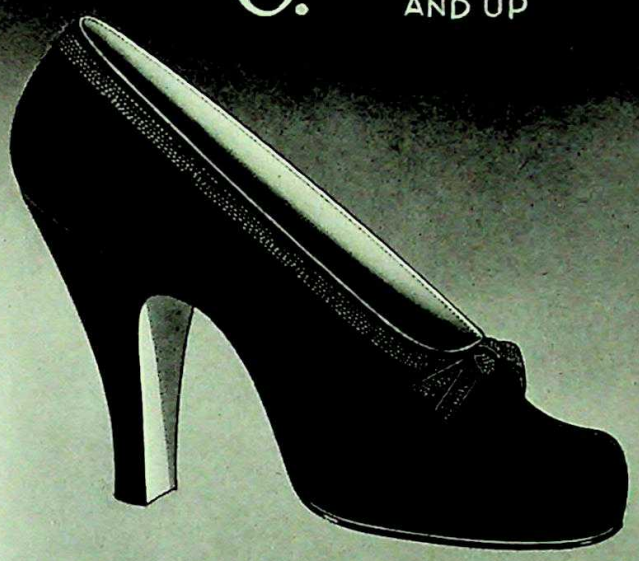
Boston Shoe Fair Committee

210 LINCOLN ST.
BOSTON

Introducing "LaFayettes"

Made to Retail at

$8.75 AND UP



Youthful, distinctive, fashion right styles made in Brooklyn by Master Craftsmen, assuring expert workmanship and superior quality.

Write for Franchise in your city.

Complete display at the Shoe Fashion Guild Show, Hotel Biltmore, May 9th and 10th.

Beker & Friedman Shoe Co., Inc.

Established in 1916

"WOMEN'S STYLED SHOES BUILT TO A STANDARD"

Factory, BROOKLYN, New York

Sales and showrooms, Suite 646, Marbridge Building, 47 W. 34th St., New York City

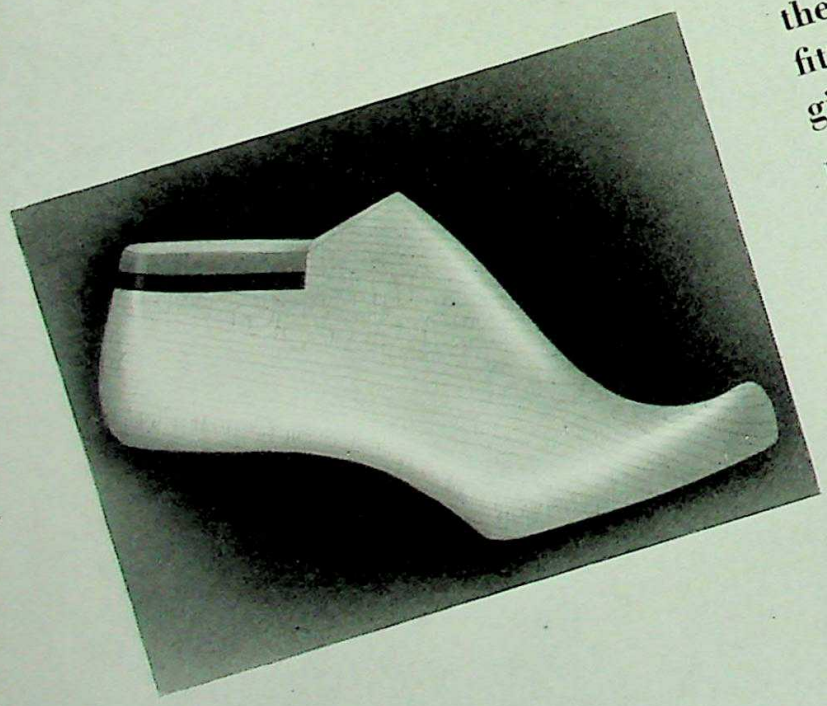
The Gay NOBBY LAST

YOU remember Grandma's picture hat and the Gibson Girl styles which became famous overnight.

Fashion moves in quick cycles today and the Gay Ninety influence is in strong evidence for correct apparel.

The gay Nobby last interprets characteristics of style found in the '90 period with the modern refinement and improved fitting qualities our model makers have given it.

Like the Gibson Girl, the Nobby gained acceptance and popularity overnight and has already established itself in many quality lines for fall.



STEWART &
BRANCH
Last

POTTER CO.
UNITED LAST CO.
Manfacturers
372 CLASSON AVE.
BROOKLYN, N.Y.

Attention Shoe Merchants

Announcing THREE POINT

In FREE TREAD Shoes

TODAY'S MOST SCIENTIFIC SHOE

The time is ripe for a new principle in shoe fitting—Something that will capture the interest of the shoe fitter so that he in turn can explain it to the public—Something visible and explainable—Something that is truth itself mechanically. For a generation shoe men have been talking arches—when actually most of the errors in shoes have been something else.

We announce the TRI-BALANCE principle (patented and protected) as an accurate method of controlled fitting. By the invention of three stabilizing flanges, (See 1-2-3), that serve to hold the heel of the foot in constant position, we give to the shoe world something new and effective—Something that holds the back of the foot in position while walking and gives true body balance, so that the toes may have free play and FREE TREAD—without movement, displacement or friction.

Hundreds of pairs have been made, tested and worn to give proof of the stabilizing principle, before W. B. Coon Company was ready to present these shoes to the American public.

As an established concern, with a long experience in shoemaking and known performance in the proper selection of lasts, patterns and materials in the types of shoes traditional to our business, we approve and recommend TRI-BALANCE to every merchant who wants to make a continuing profit through orderly business.

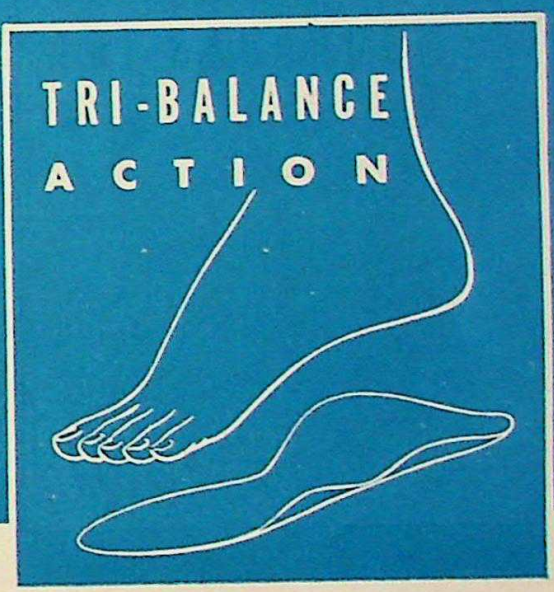
When we tell you that the TRI-BALANCE principle can be translated into practically all of our lasts and shapes, you get a good idea of its basic values as a new principle in shoe fitting and shoe wearing . . . The perfect shoe to make human feet more comfortable in walking and wearing.

This principle was discovered after fitting thousands of pairs of troubled feet and finding out that pronation, corns, callouses, bunions and distorted toes were not caused entirely by fitting errors. . . . BUT the friction and movement of the entire foot forward, with every step, were responsible for most of the troubles—and lack of balance for the rest.

These cases were observed in one of America's pioneer health shoe organizations. Months of experimentation followed until eventually the research group evolved, invented and patented the TRI-BALANCE insole, and shoe (protected by construction patents in the United States, Great Britain and Canada).

W. B. COON COMPANY

CONTROLLED CORRECTION



QUESTION: ARE THE THREE STABILIZING FLANGES VISIBLE?

ANSWER: The special features of FREE TREAD TRI-BALANCE shoes consist of three-stabilizing flanges that serve to saddle the foot and are definitely visible to the customer's eye.

QUESTION: IS THE TRI-BALANCE PRINCIPLE MECHANICAL?

ANSWER: Yes. It deals with the long-known fact that feet move in the shoes as well as in walking . . . a slide forward within the shoe and a lack of balance in walking.

QUESTION: WHAT DO THE TRI-BALANCE FLANGES DO?

ANSWER: The two outside flanges balance the support provided by the inner flange. The rear outside flange prevents rotation of the heel. The forward outside flange keeps the foot from splaying to the outside.

QUESTION: DO FREE TREAD TRI-BALANCE SHOES HELP METATARSAL ACTION?

ANSWER: The combined action of the forward outside flange and the inner cookie keeps the metatarsal heads from spreading. Thus, anterior metatarsal arch troubles are greatly reduced *without padding* or other supports.

QUESTON: PLEASE EXPLAIN THE OUTER FLANGES.

ANSWER: While the inner arch support is necessary to most feet, we found, in common with all shoemen, that the long counter and the inner "cookie" seemed to throw certain types of feet over to the outside. The uppers ran over the soles and the counters bulged over the heels. Corns on the little toes were aggravated. Bunions were formed. Only the TRI-BALANCE flanges give permanent satisfactory results by permitting the foot to walk in balance.

QUESTION: ARE FREE TREAD TRI-BALANCE SHOES AVAILABLE *NOW*?

ANSWER: Yes — to shoe stores and shoe departments we present a full and complete line of women's corrective footwear to retail at $11.50 showing a most substantial mark-up. This presentation is our first solicitation — We respectfully invite your interest.

37 CANAL STREET ROCHESTER, N. Y.

NEW YORK OFFICE: 910 MARBRIDGE BLDG., N.Y.C.

The Ohio Quality Standard

PRESENTS

AFRICANA #570

GLAMOROUS AND EXCITING AS ITS NAME!

Specify Genuine Ohio Calf

by Customcraft

SCHWARTZ & BENJAMIN

47 WEST 34TH STREET · NEW YORK CITY

Travel-shod
Du-Flex Rubber Soles
THE CORDUROY GumSar
GumSar, exclusive with Avon, gives you a soft resilient tread in designs that grip well. It's yours for miles of sure-footed ease. Holds its shape to the very last.
AVON SOLE CO., AVON, MASS.

Step lively
Du-Flex Rubber Soles
PLANTATION FINISHED RIB CREPE
You'll be off to a good start if you're wearing Du-Flex Soles, particularly this newest one of Rib Crepe. It's made of live, nervy rubber, fresh off the boat from H. & C. plantations of Java and Sumatra.
AVON SOLE CO., AVON, MASS.

STEP UP YOUR GAME
Du-Flex Rubber Soles FOR GOLF
THE TRI-GRIP (with Rubber Spikes)
Wear them anywhere! Rubber spikes to make you sure-footed on any fairway — and they won't mar the polished clubhouse floors. This Du-Flex Sole should be on your next golf shoes.
AVON SOLE CO., AVON MASS.

FOR THE fleet FOOTED
THE ROPEE
Du-Flex Rubber Soles
AHOY! . . you'll look and feel shipshape wearing this trim Du-Flex Sole . . . it's as smart as a commodore's cap. Keep a sharp lookout for the Du-Flex trade-mark . . . a mark of the best sport shoes.
AVON SOLE CO., AVON, MASS.

Swing into Spring!
THE NAP
Du-Flex Rubber Soles
Fibrous and lively with a spring that never lets you down . . . rugged, resilient. Many a shoe with the proper sporting spirit has soles of Du-Flex Nap.
AVON SOLE CO., AVON, MASS.

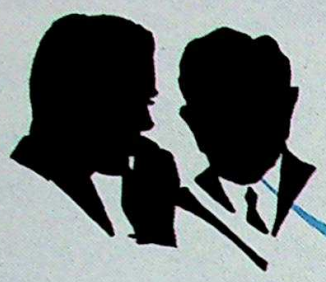
ON A bike OR A hike
THE RUF-TRED
Du-Flex Rubber Soles
Avon does a series of designs in rubber soles that leave the smartest imprints on the fields of sport. You'll find them on the better shoes everywhere.
AVON SOLE CO., AVON, MASS.

AS SEEN IN *Vogue*

p. 15

Manufacturers of THE STAMP Du-Flex *Du-Flex Products*

AVON SOLE COMPANY AVON MASSACHUSETTS



DON'T LOOK NOW!!

—BUT ISN'T THAT ANOTHER SHOE RETAILER PLAYING SAFE BY SPECIFYING *BREASTLOCK HEELS?*

It probably is — because successful retailers of women's shoes everywhere are coming to know that BREASTLOCK HEELS help eliminate the greatest single source of consumer complaints and returns — broken heel-breastings.

That means two vital savings to Retailers — a saving in claims and a saving of customers.

If you have not already done so, tell your manufacturer that you want BREASTLOCK *protection* in the next shoes you buy.

And remember — most types of shoes cost no more with BREASTLOCK HEELS; some cost less.

F. W. MEARS HEEL COMPANY, INC.

140 FEDERAL ST. **BOSTON, MASS.**

Jug McSpaden

Internationally known Golf Star wears the famous Jug golf shoe in all important competition. On or off the links Jug McSpaden is one of the best dressed Golfers. He selects FOOT-JOY for dress or sport.

Winner Mass. Open 1936-7-8 — Runner up P. G. A. Championship 1937 — Winner Miami Open 1938 — Winner Houston Open 1938 2nd in Los Angeles Open 1939 — 3rd in New Orleans Open 1939 — Established world's record 59, in 1939 — San Antonio, Texas.

The "Jug" GOLF SHOE

Reg. U. S. Pat. Off. Applied For.

No. 1152 White Buck and Tan Grain in Stock.

1145 1126 1136 1143

DRESS SPORT STYLES IN STOCK . . . .

SEND FOR CATALOG

Foot-Joy

TRADE MARK REG. U.S. PAT. OFF.

"The Shoe that's Different"

In your community are many men who, like Jug McSpaden, would value the comfort and appreciate the smart styles of Foot-Joy shoes. You can easily fill their orders after showing them the shoes in full colors in our catalog. We carry the shoes in stock. Most styles in sizes from 5 to 14, in widths from AAA to F.

Prompt deliveries on all orders, large or small, from stock.

FIELD and FLINT CO.
BROCKTON MASSACHUSETTS

"Boot Makers to Gentlemen Since 1857"

Also makers, Dr. M. W. Locke and Anatomik Shoes for Men

BECKWITH soft BOX TOES

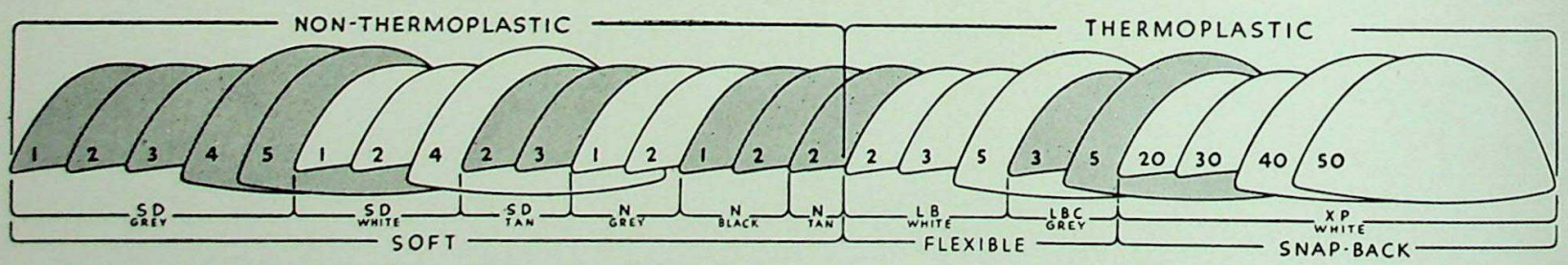
24 *types and weights of* Soft BOX TOES *for every* 'Softie' *requirement*

Study the chart at the foot of the page. Examine the variety of weights available in the four basic types of Beckwith soft box toes. Fifteen individual gauges in the non-thermoplastic group, in two material types, cover every weight specification for *springy* softness. This group, cemented into the vamp construction either in the fitting-room or at pulling-over, requires no conditioning at toe operations. The felted SD type, in black, white, or tan, is the trade standard for *springy* soft results. Uniform, durable, and easily manipulated, SD produces trim finished toes with minimum effort. The N materials, made for the less expensive shoe grades, are top value in their class. Made under SD standards, they are extremely uniform and remarkably strong; ideal for either *light* soft toes or as toe foundations *behind the open toe*. Made in women's weights only in grey, black, and tan.

In the thermoplastic bracket, the cork compounded LB, in five weights of grey and white, is used for *semi-flexible* results. Applied to vapor*, LB becomes fully extensible for simple speedy toe lasting. The patented and newly released XP line, made in four weights of white only, and featuring a *snap-back* resilience, is recommended for quality shoes where light gauge, permanence, and liveliness are desired. XP bed-lasts best if slightly vaporized. All Beckwith soft toes perforate cleanly.

Write for samples, selecting your toe type and weight from the chart. Material weight numerals, running left to right, indicate light to heavy weights accordingly. Enclose paper patterns of desired sizes.

*Beckwith conditioning machines supplied to users of our products without charge.



BECKWITH MANUFACTURING CO.

DOVER, NEW HAMPSHIRE

SHERBROOKE, QUEBEC CANADA

MILWAUKEE, WISCONSIN

AGENTS: GEO. A. SPRINGMEIER CO., CINCINNATI, OHIO

WRIGHT GUHMAN CO. ST. LOUIS, MO.

Creative Footwear

Incorporating THE SHOE STYLE DIGEST

"THE LIFE OF THE INDUSTRY"

MAY 16 1939
U. S. PATENT OFFICE

STICK TO A "PROFIT" PROGRAM

ONCE again, before the summer weather actually sets in, we urge that you give serious consideration to the elimination of pre-season white shoe cut-price sales such as have prevailed in years past during the month of June. It is time the retail fraternity came to the realization that it primarily is in the shoe business for the purpose of making a profit and not for the purpose of crossing swords with those who resort to unscrupulous methods of slashing white shoe prices right in the middle of a profitable selling period.

To make a profit in the shoe business a full measure of style sense, merchandising genius, clear vision and indomitable courage is required. The selling of shoes is more than just a "price proposition." The moment a buyer sets his pencil to order pad he gambles with fashion, gambles with weather, gambles that he's going to make a profit. And yet all too many who have had the courage to "buy" well, fail to have the courage to "sell" well. When the two factors of buying and selling are not perfectly coordinated the final results at the end of the season invariably prove that good dollar bills have been swapped for smaller amounts of glittering coins. This is particularly true when whites and other types of summer footwear are tossed onto bargain tables early in June. Season after season, there are buyers who evidence courage and farsighted vision when purchasing summer shoes early in spring, but who lose their sense of proportion the minute Old Sol emits a few sizzling sun rays. It is then that prices are fried to a frizzle and what started out to be a profitable season ends up in ruin. What might have otherwise been a most successful selling period, had prices been maintained, proves to have been just "another headache."

Why go through this demoralizing situation season after season? There's no logical, no sane reason why white shoe prices should be slaughtered early in June. Men have a straw hat season that extends from May 15 to September 15 and have been educated not to expect price reductions until the last few days of the wearing season. One or two seasons of strict maintenance of white shoe prices throughout the months of June, July and perhaps a week or two in the month of August would soon dispel the profit-less tragedy that prevails in retail shoe circles each year during this important selling period. The travesty of the whole matter is that customers never forced this silly, nonsensical merchandising procedure upon the industry. It was started and nurtured by those who professed to be shoe merchants but who eventually turned out to be high handed, cut-price artists masquerading as shoe experts. Those who sought to "jump" their competitors by staging white sales in June have brought down upon the heads of all a thorny problem that can be solved only by cooperative action.

It is within the power of merchants in each and every community to solve this distressing state of affairs. Gather together your fellow competitors right now, before the season starts, and determine the length of the summer selling period during which time regular prices can be maintained. Arrive at the important matter of "dating" white shoe sales for your own locality and you will have gone a long way towards the revitalizing of summer business and the rejuvenation of a profitable season.

Harold R. Quimby, Editor

Ginger Rogers in

"The Story of Vernon and Irene Castle"

1915 — IRENE CASTLE.....SPATS

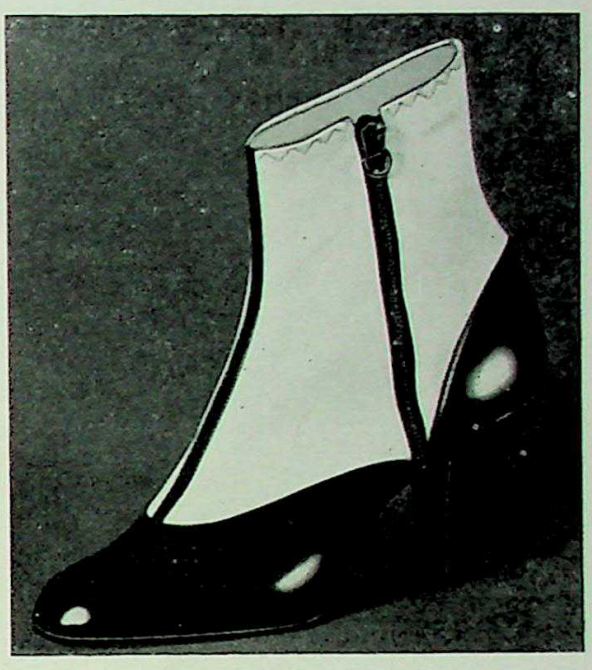
1939 — GINGER ROGERS.....THE SPAT SHOE

FASHION experts are flocking to see Ginger Rogers in RKO Radio's "The Story of Vernon and Irene Castle," because of the astounding relation of the fashions of 1915 to those of today. Remember the Castle Walk? Remember when Irene Castle bobbed her hair, and every woman from New York to San Francisco followed suit?

In the photograph opposite, Ginger Rogers, as Irene Castle in 1915, wears white spats over black shoes. The spat shoe, 1939's model, is trigger, neater, less bulky, more feminine. In the large photograph below are three new fall spat shoes recently displayed by the Allied Kid Company at the Tanners' Council of America Showing at the Waldorf-Astoria Hotel in New York, designed for them by Ullman. The bases are kid or black patent leather. The spat-like uppers are of a new taupy tone called "Castle beige," or (center) of matching suede.

In the single photograph to the right, Levor has designed a modern 1939 spat shoe, combining a black patent vamp and quarter with white crushed kid spat top. Particularly smart is the black patent side zipper.

Watch these spat shoes closely. They've taken hold for Spring, and we believe they'll hold over firmly for Fall with the new interest in closed, high cut shoes "pointing toward the boot."



Above—Alfred Vamos verges toward the boot in this dressy suede shoe with wide shirred Lastex band hugging the ankle.

Left—High in cut are these three shoes displayed by A. C. Lawrence at the Showing of American Leathers for Fall by the Tanners Council of America.

POINTING TOWARDS THE BOOT

CREATIVE FOOTWEAR is a year-old baby (bright child!) but those of us who write for it have collected gray hairs in the shoe business. And there has scarcely been a year of the last thirteen when there hasn't been the threat of a boot. During that time, two have gone over, the Johnson, Stephens & Shinkle "Swanky" boot in the fall of 1928 and the Stetson boot of three or four years ago.

This year, there's more sense to the rumor of boots than usual. Schiaparelli showed them in her collection, and there's no blinking the fact that the gal has influence. Furthermore, there are elasticized fabrics that can be used to make the upper of the boot fit closely and look neat around the ankle. The boot is a distinct possibility.

We happen not to like it, because we think that the line of the boot fights with the line of a short skirt. We may be wrong, but the thing we're betting on is the *high-cut shoe*, such as these shown in the photographs on this page —the shoe that suggests a boot, but slips on easily, and is not too warm for wear in steamheated apartments.

People are experimenting with all kinds of boot ideas. One or two may go on. CREATIVE FOOTWEAR thinks that the boot should be tried out, but that it is more important as an influence leading to high-cut shoes than as a style factor in itself.

FALL HIGHLIGHTS

THE SOFT LOOK

Fall shoes must not only be comfortable, they must look comfortable

THE SOFT LOOK FOR COUNTRY

Easy Aces—On shipboard, after skiing, or at home in the country, one needs soft easy shoes which may, more than any others, lean to whimsey. The disputed Balkans inspired the leafy cutouts and hand-stitching of the teal blue and French cognac suede shoe (left), and also the firmly strapped shirring of the second, again in teal blue, this time accented with black Bahama Kid. Both shoes, Allied Kid Company, designed by Ullman.

THE SOFT LOOK FOR TOWN

Left to right: Standard marine blue and red Burgundy glazed kid and Vode doeskin in the first two shoes. New Castle black shadow kid and Vode doeskin in shoe at right. Allied Kid Company. Shoe designs 1 and 3 by Ullman. Shoe design in center by Lipp & Hirsch.

FIFTY-FIFTY

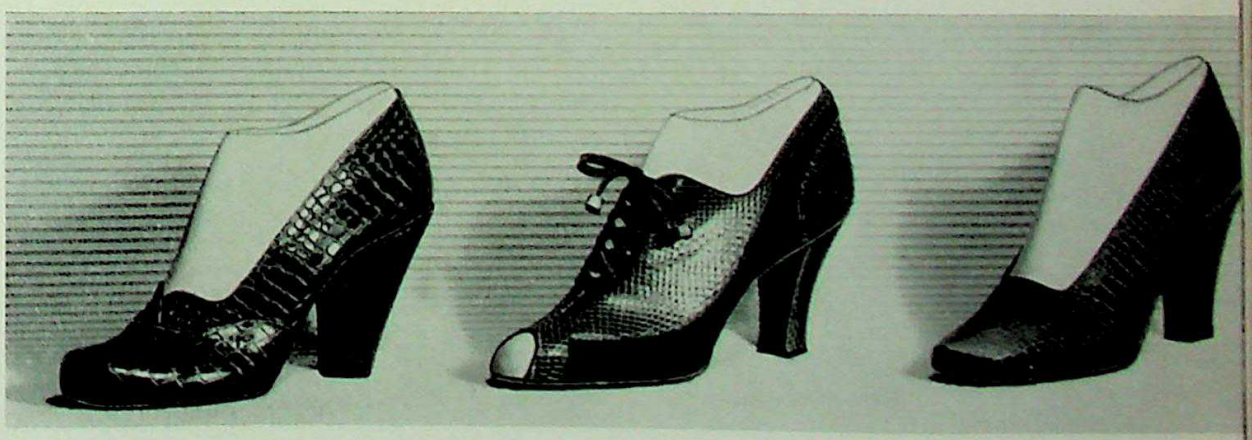
This photograph above right also illustrates the very important trend toward fifty-fifty combinations of suede and smooth leathers.

ELASTICIZED FAILLE

Left, A brand-new material for afternoon and cocktail shoes, very smart combined with suede. Material and pullovers from Alfred Vamos.

REPTILES AND REPTILE GRAINS

Right, Keep your eye on these for Fall. Left to right: 1. Bayou alligator calf print from Ohio Leather Company. 2. Genuine two-toned python is combined with suede in this open-toe tie-oxford from F. Hecht Corp. 3. Ohio's baby yucca alligator calf print in a smart square-toed pump.



The open toe started it all! You'll sell open-toes this fall in dressy shoes like this high-tongued step-in trimmed with whipcord braid.

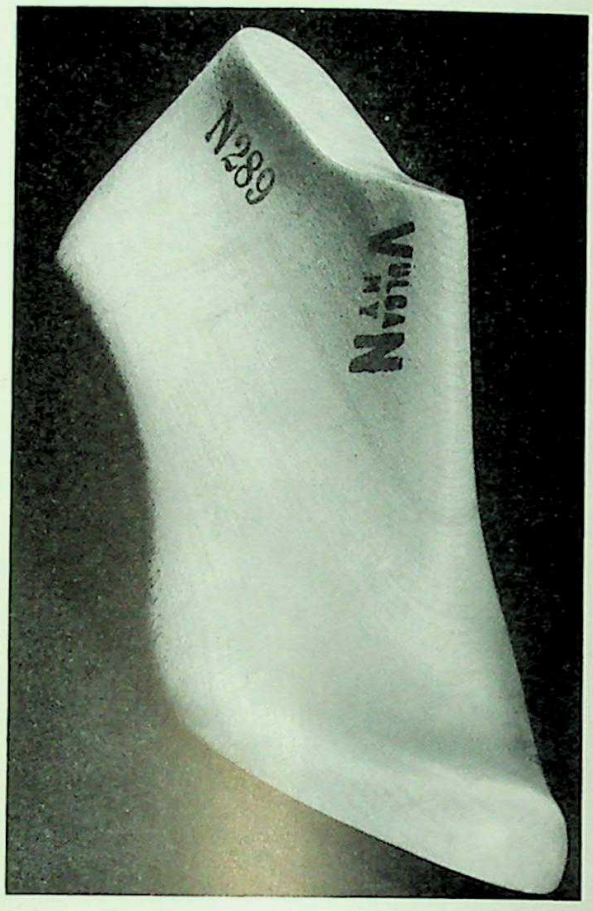
ROOM FOR THE TOES

WOMEN have worn open toes for two or three seasons. They're accustomed to the feeling of freedom. Many of them have become completely unaccustomed to the old type of closed toe last. So we have an entire family of lasts that feature toe-room — walled lasts, "balloon" lasts (including "blimp," "bulldog," "nobby," "Sultana"), and square-toed lasts.

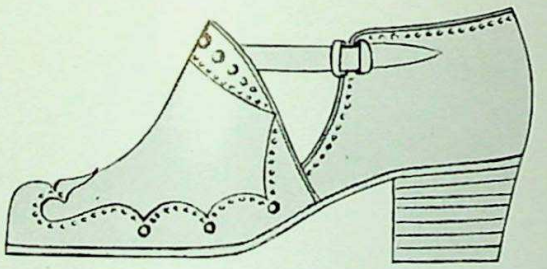
These lasts present a very definite fitting problem. You can't always go by the size a woman has been wearing in shoes built on staple types of lasts. Retail sales forces will need a great deal of training. They will have to know when the fit is or is not right, because these shoes will feel so differently from shoes on staple lasts that the customer won't know for herself whether they're comfortable until she has worn them for a day.

The majority of shoes on these new lasts should be bought in low heels, 14/8 and down, because they have proved themselves in this field. However, many stores are selling the new balloon types on 20/8 and 22/8 heels, and the plateau and the square toe are also selling in a limited way on these heel heights. It's worth while experimenting with these heel heights, testing them out. And 16/8, 17/8 and 18/8 can't be neglected in any last you buy, old or new.

And finally, there's the fact that lasts



VULCAN'S "blimp" toe

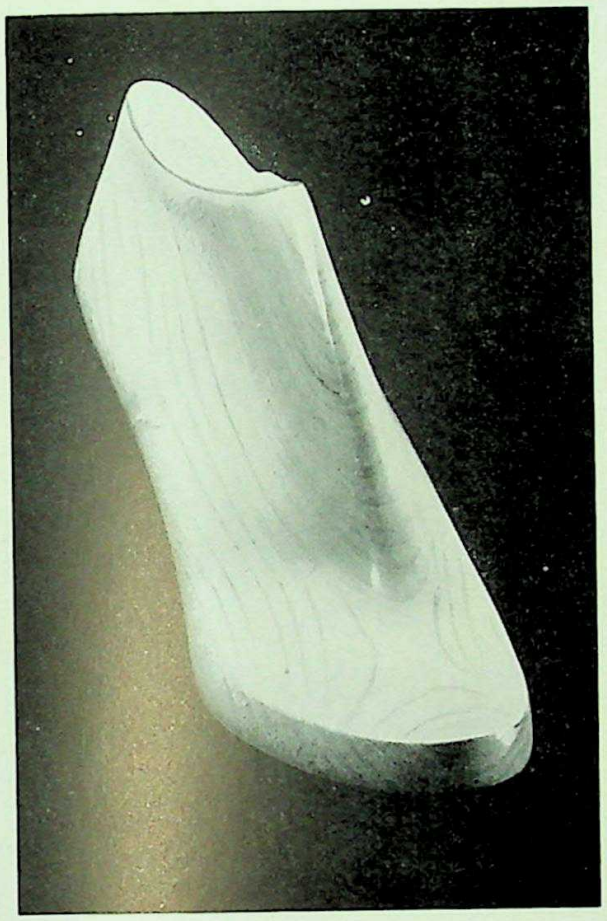


The balloon toe gone fancy on itself. Four shoes sketched on these pages designed by Berté.

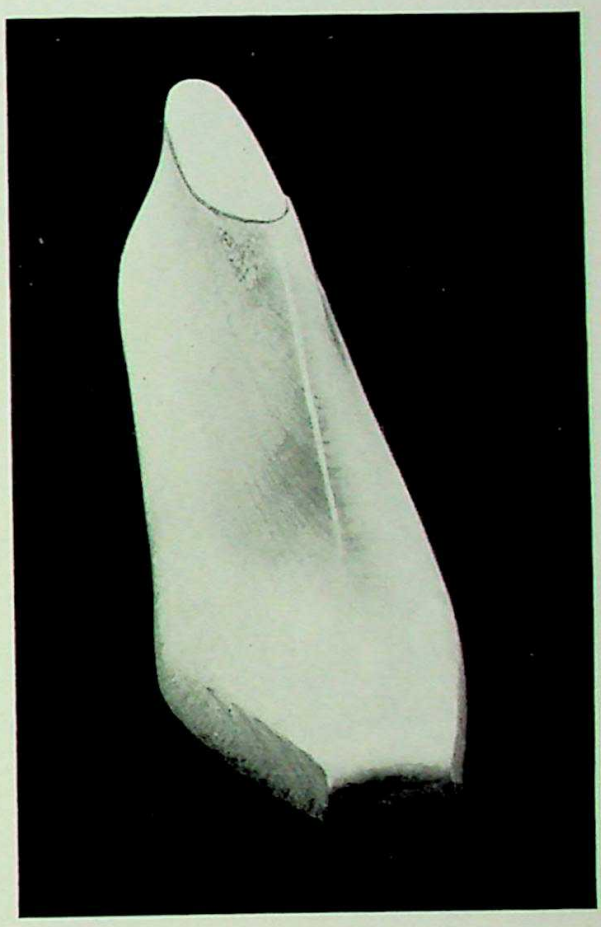
which are built along more conservative lines, and which have proved their worth as fitters, are going to continue to sell in a big way. New lasts are interesting, they're news, they're proving comfortable, but the amount of shoes to be bought on these lasts depends entirely on the store, and the type of its clientele.

The illustrations accompanying this article show last models over which attractive shoes are now being made for presentation to the retail trade and consumers. Prominent retailers have indicated a keen desire for shoes on these models, in different heights of heels, especially at 14/8. One well known Chicago retailer, operating a number of stores and also key man on styling for a nationally known factory, predicted a ready sale and a long life for shoes built on "toe-room" lasts. He and others recall the period, some years ago, when toes of this character were very popular, especially with the younger set, and they feel sure that this trend is a natural."

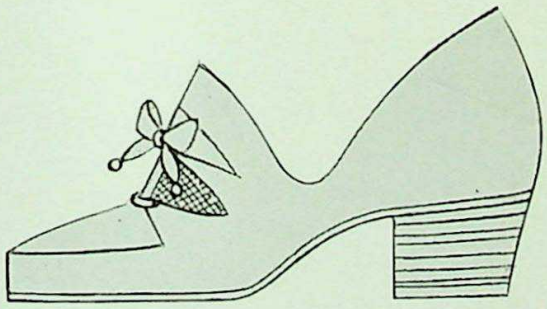
The shoes on these lasts seem to make the foot look smaller and comfort is guaranteed by exceptionally wide, free, toe room.



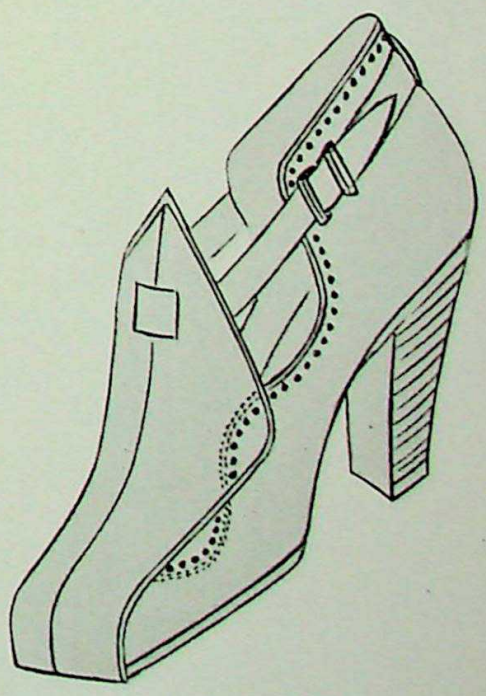
Left
STEWART AND POTTER'S
walled last



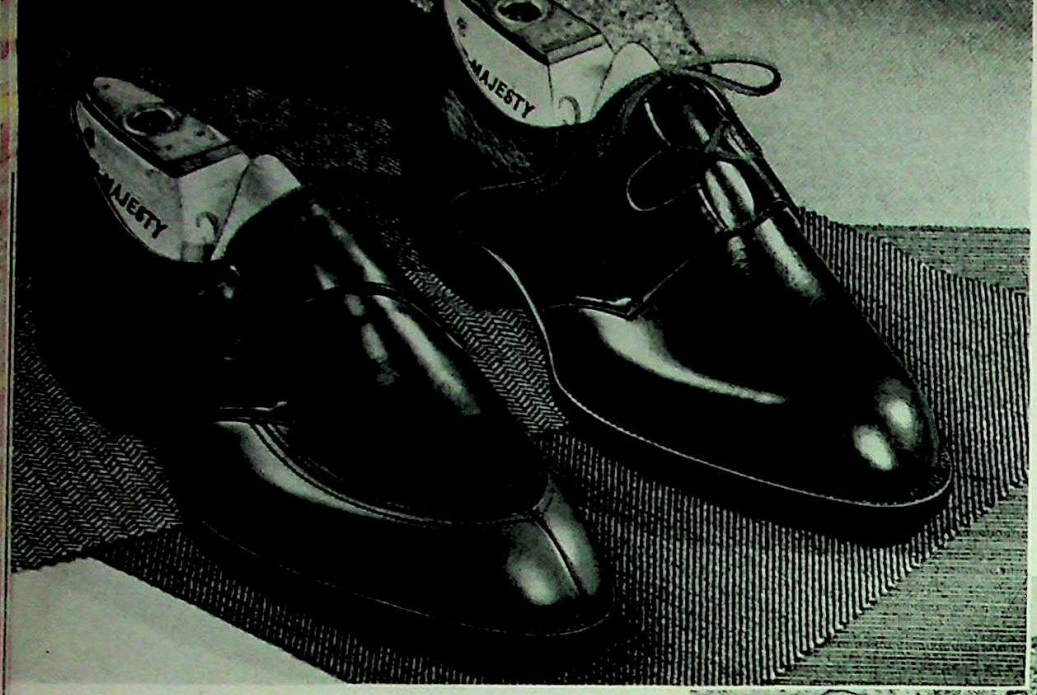
Right
STERLING'S
square-toed last



Walled last step-in with the new lower heel that will prove popular this fall.



A square-toed shoe of this type would be very smart for town tweeds. Note the built-up leather heel.



Four new English type models fashioned on His Majesty last, a new origination by the United Last Co., with a high coned instep, full brogue toe and high side walls extending further back than most American styled lasts. The shoes, styled by Field and Flint, embody the newest upper leathers, heavy leather sole and heels.

HAIL TO THE KING

"Sovereign of Good Dress"

ESCORTED by an imposing military and civil cavalcade, moving through wildly cheering crowds amid the stirring strains of the national anthems of the world's two greatest powers, His Majesty, King George VI and his gracious queen, Elizabeth, will be welcomed upon American soil early next month. All of this, of course, provided that the threatening clouds of war now hovering over Europe do not take on a darker hue.

The welcoming of celebrities and foreign notables to our shores has long since become something of a common place diversion, offering an excellent excuse for the tearing up of telephone directories by those well-dressed men who maintain palatial offices on either side of that towering chasm known as Lower Broadway. Nevertheless, it must be duly noted that the forthcoming monarchical visit is significant in that it will be the first time in all history that a ruling British monarch will lay foot upon American soil. It is quite true, of course, that the present king's grandfather made a visit here in 1860, but in the role of the Prince of Wales. This was likewise true of the former King Edward VIII, the present Duke of Windsor, who was the subject of a real close-up by the American citizenry on a tour here during 1924, also as the Prince of Wales.

But a visit from British royalty carries something more subtle and inspiring to the American male than mere band-playing and wild huzzahs, and that is the fact that the male members of Britain's royal family have been, over the long years, the recognized arbiters of good dress.

Somehow or other, the members of the reigning house have always seemed to

Two new models with true English toe expression. Lasts by Woodard & Wright. Shoe to left, a Bostonian antique finished model, by Commonwealth Shoe & Leather Co. Shoe to right, antique finished model, by French, Shriner & Urner.

Hail To The King

possess the physiques necessary for excellent, or at least, good appearance in their clothes. King Edward VII in his day was recognized as quite a Beau Brummel. The late George V, though of slight build, was fairly tall and made a particularly distinguished appearance in his varied uniforms as well as civilian dress.

His son, the former King Edward VIII, now the Duke of Windsor was the lodestar of the masculine style world during his career as the Prince of Wales. Highly personable and debonair he wore his clothes with a dash and verve that set the style for many a vogue, cut and fancy in men's wear.

The present King George VI whom we are soon to honor, lacks much of the sparkling spirit possessed by his brother, nevertheless, he is splendidly tailored and makes an unusually fine appearance. He fittingly bears the time-honored Buckingham escutcheon for good dress.

Recent dispatches from London state that the regal male wardrobe now being prepared in expectancy of the forthcoming trip to Canada and the United States favors blues and greys and that many of these are of the lounge suit version in both single and double breasted models. Of the latter type some fasten with two buttons and others roll down to fasten with the bottom button.

For garden parties and events of a sporting nature His Majesty will wear a grey worsted morning coat with trousers and grey top hat. For neckwear with this type of costume he prefers the open-end tie rather than the stock and pin which is widely worn with such attire. In the event that the king elects to accept the invitation to the International Polo Meet to be held early next month at the Meadow Brook Club, Westbury, Long Island, he will, no doubt, appear in such dress. It is altogether possible that the vogue might become widespread among the "horsey" set, and even among the club house habitues at the swanky racing meets.

Shoe designers have not been negligent in paying homage to the visiting ruler and one large last manufacturer has developed a new model to be known as "His Majesty" which is making its debut in these columns prior to the royal visit. It is a typical English model with a coned instep, full brogue toe and high side walls extending further back than most American styled lasts. Shown on preceding page.

In the impending visit lies an opportunity for the alert retailer to accomplish a double objective; that of making a splendid and dutiful obeisance and, at the same time, taking advantage of a smart promotional opportunity. Display in both street window and store interior a life-sized bust portrait of the king draped with the Stars and Stripes and Union Jack. In the background show a few smart British lounge suits in distinctive blues and greys, both single and double breasted models. Grouped nearby should be a few outstanding shoe creations styled in the English manner in both black and tan.

Keep your exhibits free of advertising for remember this is an expression of esteem and your promotional activity shall not be lost, for in legal parlance a barrister would say that the effort was implied. The more subtle it is, so too, will it be the more effective by way of sales results long after the distinguished visitors have set sail bound homeward for the mist-enshrouded capital of the world's greatest empire.

The "Splasher," natural oil-tanned cowhide, water repellent, for gents who like to get out into the open and do things. Shown by courtesy of George B. Hess.

IS IT A "TREND" FOR FALL?

ILLUSTRATED above is a shoe that was detailed for spring in the hope of interesting young men, as well as older ones, in what was considered a radical new fashion. So far, about fifty per cent of these shoes have been purchased by older men but enough have been sold to the younger group to indicate that they have a very lively interest in this new design. If young college men accept a style of this kind, it will have a tremendous effect on the men's shoe industry because it opens a wide field that has lain more or less dormant since the high shoe went out of existence.

It was brought out by George B. Hess, Baltimore, Maryland, during the recent Men's Style Conference, held in New York City, that there is a large group of men between the ages of 35 and 60 who are most receptive to certain types of smartly designed footwear. He pointed out that this particular group which is large numerically and more style-minded than ever, can bring itself to adopt certain types of fashion footwear popular with the younger groups particularly when such shoes embody a definite utilitarian idea. Creative Footwear, sensing an innovation of importance to retailers catering to men in the medium and higher-priced brackets, obtained through the courtesy of Mr. Hess the sketch illustrated above and a clipping of a newspaper advertisement both of which are reproduced on this page. First reports indicate that this shoe will have a place in the fall merchandising picture. Apparently a new field of promotion has been unearthed that provides shoe manufacturers and retailers alike with an opportunity for the development of footwear that fills a specific niche in the wants of men who like to get out into the open and do things.

Back to Black and Brown

BROWN REVIVES—

For many years, there were two shoe colors for fall—first, black; second, brown. And it looks as though those days were about to return, because brown is showing signs of life for the first time in several years. Women bought brown shoes this spring, very much to everyone's surprise, and the chances are that they'll buy more next fall, to wear with green, henna and any costume trimmed with brown fur.

WHICH SHADE?—

Three shades of brown are being discussed (1) port brown, which has a distinct reddish cast, (2) a black brown, which is high fashion, and (3) a true, dark staple brown, which CREATIVE FOOTWEAR believes will be the volume color.

TAILORED AND SPORTS SHOES—

Most of the brown shoes sold will be in tailored and sports types.

By tailored, we mean simple shoes—pumps, spat shoes, step-ins that can be worn with a town suit or ensemble,—street shoes as distinguished from dressy afternoon shoes. And we think that it's unnecessary to go in for brown shoes of more formal types because the colored costumes with which brown shoes will be worn are likely to be in wool, and not too formal in feeling. For very dressy daytime wear, women will probably stick to black. As for brown sports shoes, they should come into their own again, as the interest in rust decreases.

MATERIALS FOR BROWN SHOES—

Suede leads, as it does in any fall, but brown alligator and alligator grains look very important. Smooth leathers will be used largely in combination with suede.

BIG BLACK SEASON—

BLACK gives every evidence of a big run. Women have proved this spring that they are swinging toward black shoes with black clothes. They've had enough of the contrasting accessory. They'll buy open black suede shoes in July or August. They'll buy closed ones later. And very often the suede will be combined with smooth leather in almost fifty-fifty proportions, or trimmed with a touch of patent. Watch for black reptiles, too.

WINE AND RUST—

CREATIVE FOOTWEAR expects the colored shoe to fall off. Because there was a big wine season last fall and a fair one this spring, a great many women have a perfectly presentable pair of wine shoes in their wardrobe. Furthermore, they will probably prefer to wear black with their black, and, if brown comes in, it will take the place of wine for wear with many colors. Wine will undoubtedly be the third color. After black and brown, there should be a fair volume of business on it, but there's no reason to expect it to be as big as it was last year.

The rust and copper range has very definitely fallen off. It's on its way back to its traditional place, in sports and country shoes.

Both wine and rust, like brown, should be bought in tailored and sports types. They'll sell in alligator, in suede and in smooth leathers.

HUNCH ON GREEN—

GREEN may possibly be a dark horse. The fact of the matter is that the idea of the costume ensemble is coming back, and the smartest thing a woman can do is to wear a green shoe with her green costume. Everyone believes in the importance of green as a costume color. CREATIVE FOOTWEAR believes that high style stores should buy a few shoes in the dark "navy green" and try them out during the early fall. Like wine and rust, green looks well in alligator, suede or smooth leathers, in all-over shoes or combinations.

HUNCH ON TAUPE BEIGE—

THERE is a shade of suede on the market that is almost exactly the color of the spats that women once wore. Used as the "spat" part of a spat shoe, in combination with black, it looks very smart. Stockings and gloves are being made in this color. A promotion of the three accessories would be fashion news, and a good early season idea. But be sure to stress the stockings, because a black shoe, a taupe-beige "spat" and a tan stocking would look pretty cluttered.

TONE —ON— TONE

The New Feeling in Color Coordination

THIS costume in two shades of green from Dorothy Couteaur shown at the fashion show presented by Miss Jerry Johnson at the Joint Styles Conference of the National Shoe Retailers Association and the Tanners' Council on March 28th, illustrates one of the most important trends in new fashion—tone-on-tone. The theory is that women are tired of sharp color contrasts, that they like two or three shades of one color—a harmony and a blend.

At this same Joint Styles Conference, Mrs. Raymond Ives, Fashion Editor of Vogue, talked on Fall fashions. Her costume illustrated the same trend—a taupe dress, a jacket in checks of natural and taupe, a taupe hat to match the dress, brown shoes, bag and gloves.

This is the new feeling in color coordination. It means black shoes for black costumes, brown shoes for costumes trimmed with brown fur. It means that wine shoes will be chiefly worn with wine costumes or with tweeds that have a thread of wine woven into them. And it means that there is a chance for green shoes, to coordinate with green costumes.

FAIR FOOT FORWARD

In our April issue, Creative Footwear's "Promotion of the Month" (see page 33) told you about those pesky little pebbles that crept into open sandals at the Chicago World's Fair, and spoiled all the fun for lady sight-seers. For New York and San Francisco Fairgoers we suggested that you promote the new balloon, blimp, bull-dog last—call it what you will—pointing out that the last gives ample toe-room to feet accustomed to the freedom of open-toed sandals, coupling comfort with the latest news in chic profiles.

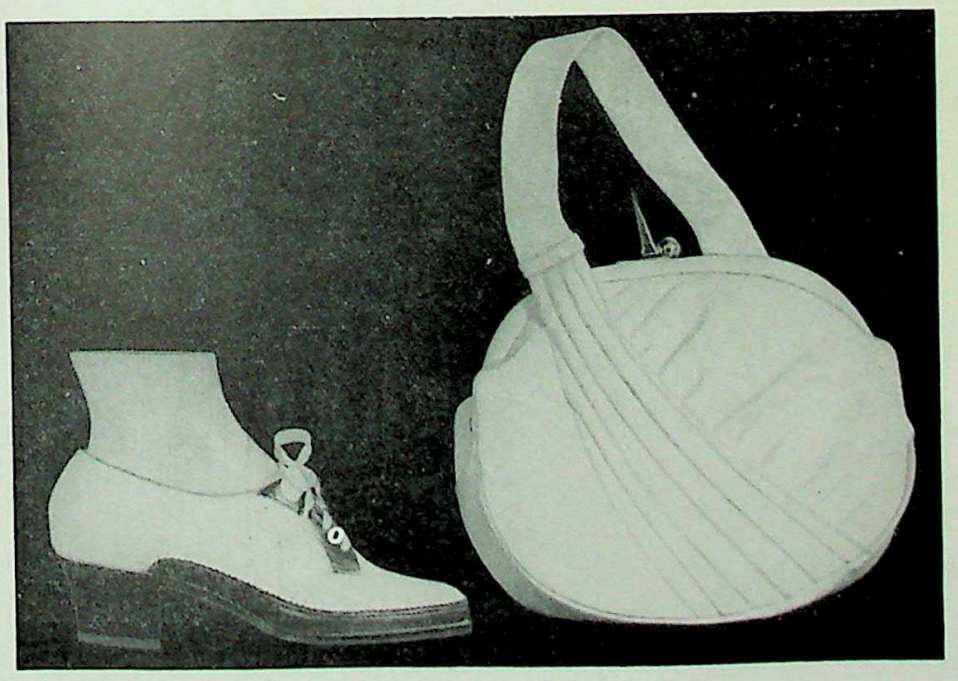
In the photographs on this page we give you four more mile-eating, low-heeled, ultra-comfortable shoes, made on different lasts, and all smart as paint for the Fairgrounds this summer—East or West.

1. (Top.) For the young miss or growing girl, a Dr. Posner calf shoe, neat, smart and sensible, cooled by perforations, with a wide, low pyramid heel.

2. (Top Center.) We reiterate the roomy comfort of this blimp-toe, 14-8 heel, rocker bottom patent step-in, made on a Vulcan last. Excellent with prints and cool, dark sheers. From Selby Shoe Co. "Style Ez" line.

3. (Extreme right.) I. Miller calls this oxford "Mistral," one of a group of "Millertaires" especially designed for Fair-goers. Note the good, sound walking heel, and the platform to protect against hot, dusty pavements.

4. (Below.) "Fair Walkers" is the name A. S. Beck gives this smart welt style. The "Air-Flex" sole is made by a patented process that gives it extraordinary flexibility. For Fair tramping we like the idea of the dark mud-guard on a white shoe—functional as well as decorative. The white capeskin bag, with Trylon and Perisphere clasp, is designed especially for New York Fairgoers by Goldsmith Brothers.



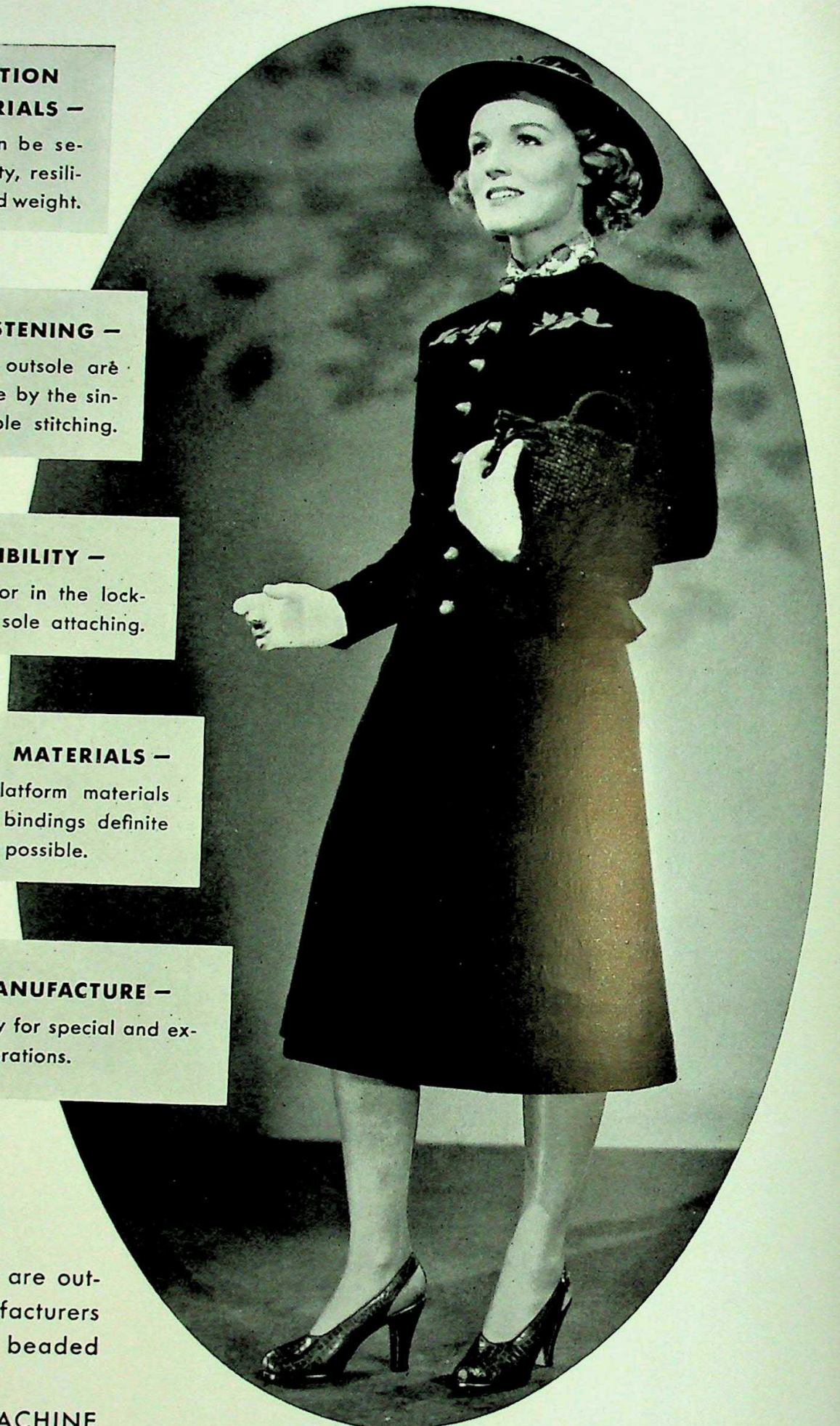
- **UNRESTRICTED SELECTION OF PLATFORM MATERIALS —**
  Platform materials can be selected for cost, flexibility, resiliency, edge character and weight.

- **SECURE SOLE FASTENING —**
  Both platform and outsole are fastened to the shoe by the single operation of sole stitching.

- **MAXIMUM FLEXIBILITY —**
  An inherent factor in the lockstitch method of sole attaching.

- **ECONOMY IN MATERIALS —**
  In selecting platform materials and widths of bindings definite economies are possible.

- **EASE OF MANUFACTURE —**
  No necessity for special and expensive operations.



All the items described above are outstanding advantages to manufacturers who are making platform or beaded welt shoes using the

USMC SOLE STITCHING MACHINE
— MODEL C

UNITED SHOE MACHINERY CORPORATION

BOSTON, MASSACHUSETTS

The New AIR-TRED Shoe

WHITES

INSTOCK—TO RETAIL AT $5.00

BRADFORD

TRIPETTE

JOEL

Suave designer-fashions lure the eye . . . cushioning air-cells pamper the feet . . . small wonder that Air-Treds are the fastest growing $5 line in the country. A good way to test the sound styling and strong sales appeal of these sensational new shoes is to order your Whites from our instock department. A catalog of the complete instock line will be sent gladly on request.

The BRADFORD · 398-66 — White Caracul Gore Step-in . . $3.10
Last 717 17/8 Cuban Heel AAA to C

The TRIPETTE · 514-15 — White Calf $3.15
Last 717 17/8 Cont. Heel AAA to C

The JOEL · · · 362-6 — Evans White Caracul $3.10
Last 714 14/8 Wood Heel AAA to D

AULT — WILLIAMSON SHOE CO. Auburn, Maine

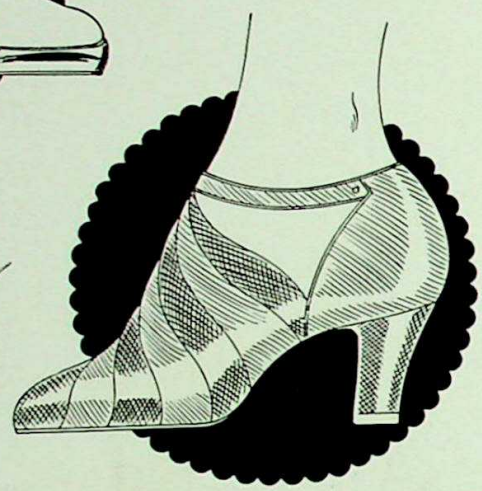
PARIS FASHIONS GO LIGHT AND GAY

by **DORA MILLER**

Creative Footwear's Continental Fashion Observer

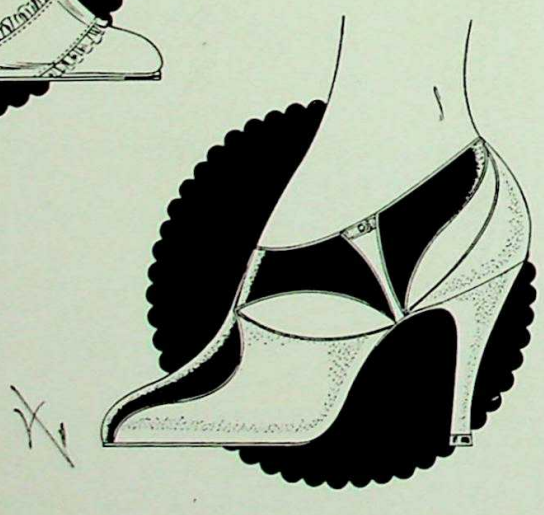
Left—A Perugia evening or afternoon model made of gold or pastel toned kid.

Below—Spiral shaped shoe in pale green and pale pink kid.



Left—Perugia designed model with pink kid leather frilled girdles, pale pink heel.

Below—Red and blue antelope model featuring two extensive cutouts.



SUMMER shoes, as seen by the Paris bottiers, are on the light side. This trend is much more pronounced than for many seasons and seems to be an echo of the extreme femininity and gayety which is dominating the entire fashion picture. This is explained in Paris by the extra effort which all designers are making (and which women seem to be demanding) for lightness and charm in their attire—a desire much more in evidence than it has been since the last war, twenty-five years ago.

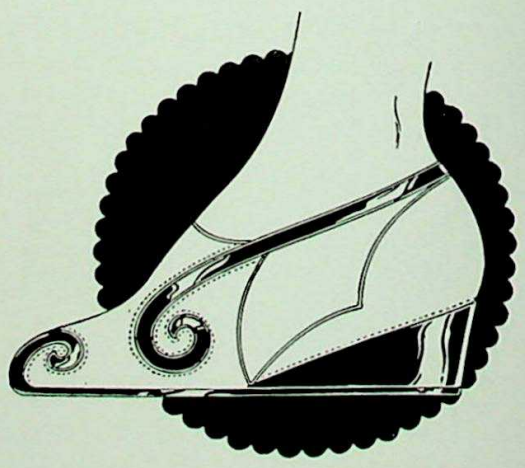
Not only are shoes light and delicate in color, but also in construction and type. If there is an outstanding color, it is a rather bright yellow which is used largely in combination with white.

One continues to see a number of thick soles which form the heel. These are always in a leather or a color in contrast to the shoe itself. The most elegant, perhaps, and one which has invaded even formal afternoon wear, is the shoe with suede incrustations, with a high sole and heel in black patent.

While shoes remain very high in front, hugging or covering the ankle, they are as deeply cutout at the sides and ankle-straps are very much in the fashion picture. Cutouts and lace effects done with perforations, underlined in a contrast shade, are exceedingly smart and new for the dressier type of shoe.

Particularly important in the afternoon picture is the white suede or antelope shoe incrusted with crocodile in color or in a bright colored suede. Heels are of medium height but are always of the fine, slender type and often in a contrasting color of crocodile.

White linen shoes are increasingly popular for wear this summer with dressy afternoon frocks for real hot weather. These shoes are usually incrusted



Right—Greco features black antelope and black patent leather in a wedge heel model.

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FASHION FLASH FROM PARIS

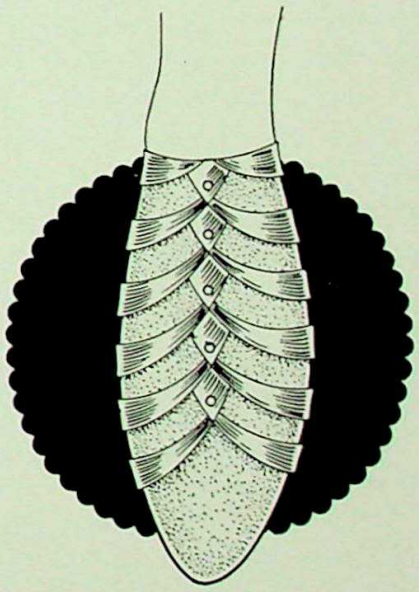
BAL 7 CABLE PARIS 90 14/1417
CREATIVE FOOTWEAR, BOSTON
LATEST NOVELTY IS A GLOVE FITTED ANKLE HIGH DRESS SHOE OF MEDIEVAL INSPIRATION WITH OUTSIDE HALF PALE PINK KID, INSIDE HALF BLACK PATENT STOP IT IS INDICATED AS A FASHION FUTURE STOP VARIATIONS OF ANKLE STRAP MODELS ALSO PLAIN INDENTED PLATFORMS ARE STILL FEATURED IN AFTERNOON AND EVENING SHOES, THE LATTER IN RICH BROCADES COMBINED WITH SILVER OR GOLD KID STOP PERUGIA PREDICTS THE RETURN OF THE PUMP STOP ANKLE BOOTS CONTINUE IN VOGUE STOP FEWER PLATFORMS AND OPEN TOES ARE SEEN STOP VARIATIONS IN ANKLE STRAP MODELS OFTEN COMBINING SEVERAL PASTELS ALSO ALL BLACK LOOK EXCEPTIONALLY GOOD STOP WHITE REPTILES CONTRASTED WITH DARK BROWN OR BLACK PATENT TOES AND QUARTERS ARE INDICATED FOR MID-SUMMER WEAR WITH PLAID STOP MONOTONE SILK REPS PIPED WITH BRIGHT HUED KID FEATURED BY HIGH CLASS BOOT MAKERS STOP CYCLAMEN FAVORITE COLOR WITH BLACK, NAVY AND LIGHT BLUES SECONDARY

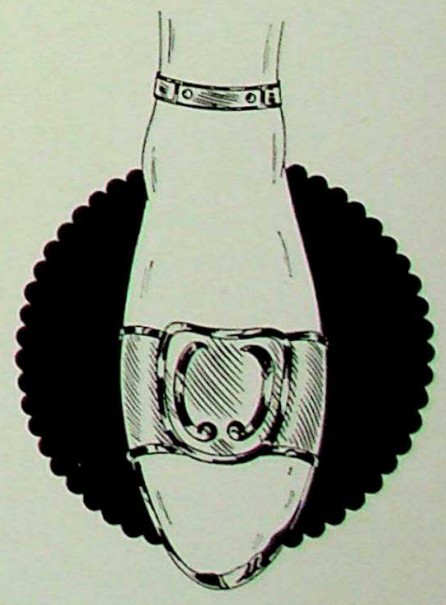
DORA MILLER

with glace kid or patent in a delicate color, like pink or blue or yellow, which of course makes the shoe dressier and more appropriate with the more formal clothes which afternoon wear tendencies seem to indicate. One also often sees whole shoes in glace kid in these pale shades and they are even being made to wear with costumes for garden party and casino wear, including the ankle length versions.

I also want to draw your attention to an amusing beach sandal which recalls the form of the sabot which has become so popular. These are often made in two colors of either heavy linen or shantung. Very sporty, also, are the shoes of natural pigskin in combination with heavy linen or with kid in contrasting colors.

Perugia has made afternoon shoes which are very simple in design featuring cutouts with barrettes. Sometimes these barrettes are of medium width and are wrapped around the foot up to the ankle. For other versions he uses only two wide bands which he finishes with a minuscule frill of the same leather. He makes these shoes in pastel shades of kid and for evening he prefers either glace gold or silver kid. A charming innovation is the shoe which has a very slender, high heel covered with patent in a delicate shade. Sometimes he makes a rather heavy sole in the same shade of leather as the heel.





Above—Dark red smooth kid loose flaps flowing up to instep, dark red antelope base.

Right—For evening wear. Bordeaux red satin sandal trimmed with gold kid.

Top row, left to right—(1) Grained leather perforated oxford in rich mahogany, contrasting welt, by S. Waterbury & Son. (2) Black Patent leather bow oxford, Feather Eze sole construction, by S. Waterbury & Son.

Bottom row, left to right—(1) Concealed gore, monk model, in medium shade of tan. (2) Concealed gore model, smooth tan calf, with throat overlay in suede stitched with four different colored silk threads. (3) Alligator and suede are attractively combined in this neat one-strap model. All styles by J. Edwards & Co.

HOW TO STIMULATE JUVENILE BUSINESS

by

Mary Brouwer Finley

THE placement of Children's Shoe Departments in any store has a great deal to do with buying psychology. The department should be so placed that children are not in the way of other customers. The atmosphere should create confidence so as to prevent mothers from becoming nervous and eager to have the buying of shoes over and get their children home. Play things such as Cals Colts, little musical chairs, marbles to pick up with their toes, and other natural entertainment for kiddies (for instance, moving displays), hold their interest while they are waiting for service, either of repairing or for new shoes to be fitted. It is the job of a retailer to make children love to come into their place of business. To win the mother's confidence by one's ability to care for her child is a great asset. If this can't be done, forget the children's shoe business. It is fast becoming a profession.

As to the shoes which should be carried in children's departments. One is often tempted to surmise that the average shoe merchandiser has bought his women's shoes first, and over-bought them; purchased his men's; and finding himself cramped, buys only the staples he absolutely must have for his children's department. We cannot go into detail as to the ideal stock set-up of the children's department at this time, but even our finest stores across the country today are lacking in the essential stock to care for the perfect little feet which come to them in childhood.

Those who are set up today with ample stocks of good shoes are rendering to their clientele the most scientific and genuine services of modern retailing. No other people in the retail field are faced with such problems of detail; the feet themselves, each person's being different in bone size and formation, in tissue structure, and in mechanical movements, must be considered. Each selection of shoe to try on a foot should be made observing the afore mentioned conditions natural to the individual and his foot and wardrobe needs.

Briefly, the types needed are, at a minimum, Infants—at least two lasts, in sizes two to six. In first steps—at least two types of lasts in widths B, C, D, and E. Boots—with soft pliable uppers and low tops. These low tops are a great improvement in the 6½ to 8 run also. High shoes just covering the ankle bone are conducive to better foot and leg development. We cannot, any of us, stress the need for various widths too strongly, nor can we emphasize the necessity for the shoe fitter knowing the last, its type, the fitting of the pattern, and the built-in features of the shoe which he sells to every customer.

The more flexible a child's shoe is from the ball forward the more active his foot and entire body can be. Our best shoes are often far too stiff. Many manufacturers are working on that problem. Observations of active children show that few of them have the foot freedom they should have because of the stiffness of the soles. Yet, in flexibility, guard against any sole that allows a rocker bottom—rolling from side to side.

Retailers are aware that one of the greatest difficulties which will be overcome by united effort by those selling and producing quality merchandise is that of the sizes of shoes according to measurements. For instance; a size 7E may be a whole size longer than a size 7AAAA because of

Stetson TAILORITES

IN *Sealee** KID

As usual, Stetson does the town-and-country kind of thing superbly — in shoes that refresh the eye and soothe the feet. Does them of course in white, daisy-fresh against the wilt of Summer. Unerringly Stetson selects *Sealee*, that popular new Evans Kidskin. For *Sealee's* interestingly grained texture develops into the most spectacular white shoes of the season! JOHN R. EVANS & COMPANY, Camden, New Jersey.

Evans kid Leathers

GLAZED AND GRAINED

* SEALEE KID AND OTHER EVANS GRAINS ARE AVAILABLE IN ALL COLORS

last grading in individual sizes. Also, we are aware that in misses' lasts, they may be on the stick, over the stick, or under the stick. In measuring a foot with standardized sticks one may misfit in length even if they follow the usual practice of putting on a 13½ when the foot measures 13 and allowing that ½ size to take care of the probable growth in the next two or three months. According to the needed width one must judge the needed length. A 7 is not a 7 in all widths and all lasts, and few fitters have that information. When discussing the changes in size as to length and width in misses' shoes, we have a problem in dress type lasts running shorter, toes are narrower, vamps shorter, and heel heights are changed.

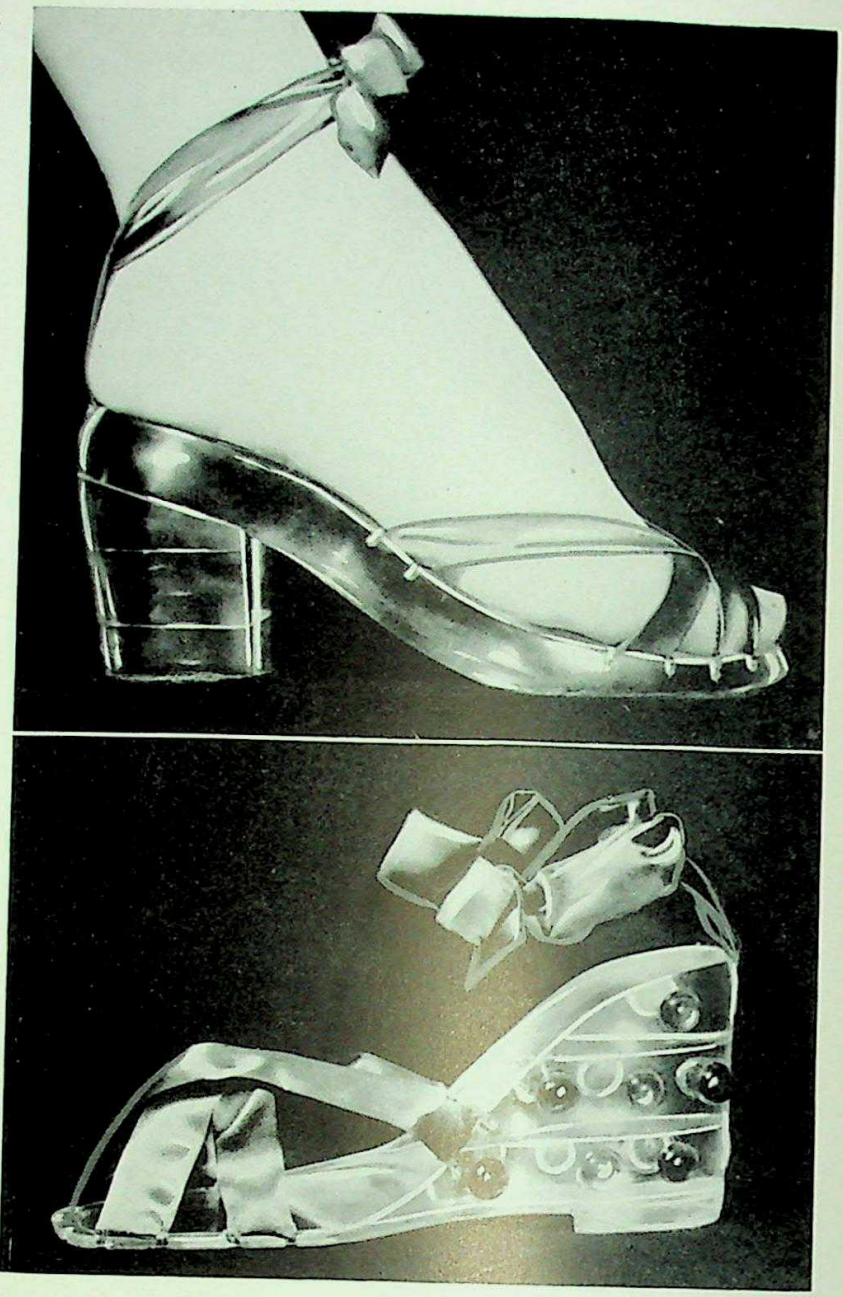
By feeling, the fitter may observe that the ball of the foot is in the right place. If he has an X-ray machine he may look at only the area in front of the toes and not notice the distribution of tissue between the bones which is the essential study, and upon which final decision as to fit should be made.

It is quite apparent that the majority of children, as well as older people, who claim to have foot trouble do not have actual foot trouble, but have shoe trouble due to the lack of proper foot fitting knowledge. Therefore, many shoe stores ask their customers to return two weeks after the sale of children's shoes to see if the child is treading naturally for his type of foot and to return within two or three months to check for the growth of the foot and the length of the shoe. A campaign to make such a service universal would steady and stimulate the children's shoe industry.

We have been assured by the outstanding men in last production of this country that the shapes of shoes for children are becoming much more truly the shape of the human foot. We also know that from fitting experience the change has been noticeable over the past ten years. This is a great step forward. However, those who are retailing shoes must continue to demand better shaped lasts and to watch for details such as breadth of heel, height of heel, breadth of shank (particularly in open shank misses' dress shoes), and for ample widths of innersoles at the ball measurement. Our customers, who are fast becoming better acquainted with footwear shapes, etc., must find us ready, as manufacturers and retailers, to meet their demands. The refinements of any commodity, or in art, must be worked for by those who care.

• Your customers will like the modern style and comfort of Howell Chromsteel. You'll like the way it looks and wears. Write for Catalog of Shoe Store Equipment now.

HOWELL
ST. CHARLES • ILLINOIS



Cinderella and The Lucite Slipper

Cora Scovil, famed for her beautiful mannequins with lucite hair, and for her stunning modern furniture of lucite-chairs, desks, tables, even sofas—has designed and manufactured the two shoes above, made of this same translucent material. Will lucite become the glass of fashion? It's possible because Sommer & Kaufmann, San Francisco have not only originated lucite shoes but have actually placed them on sale at a quoted price of $50.00 per pair. The origination of the Sommer & Kaufmann lucite shoes is an interesting story. Sometime ago H. Waters of the Sommer & Kaufmann organization saw an illustration of the Shoe of Tomorrow in a nationally known women's publication. Upon making inquiries it was found that the shoes had not actually been made but were merely sketches on a model's foot and were not for sale. The idea was born and Mr. Waters contacted the duPont organization who recommended a glass company capable of fashioning shoes from sketches. The Sommer & Kaufmann shoes are different than the ones shown above by Cora Scovil, have a spring board heel and a unique upper treatment. The uppers were completed by Schwartz & Benjamin.

By Popular Demand

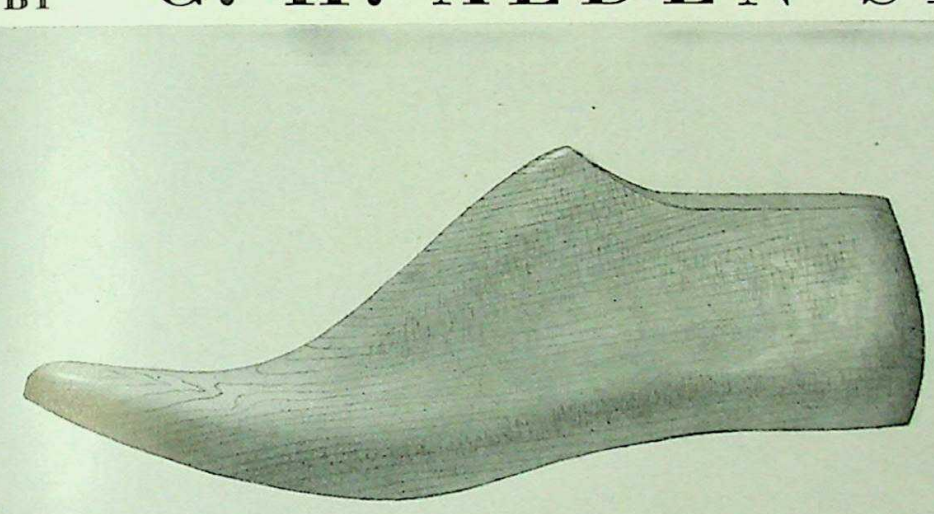
The AMSTERDAM
In Golf FOOTWEAR

Golf is King of participating SPORTS today . . . Millions play the game and DEMAND shoes with fitting qualities that spell comfort; FLEXIBILITY that lessens fatigue and ROCKER BOTTOMS to synchronize with the natural action of the foot in stride.

THE AMSTERDAM has these Qualities with the added distinctiveness of correct style. It now complements the outstanding SPORTAID Golf line.

SPORTAID STEEL PLATE PATENTED SOLE CONSTRUCTION **GOLF SHOES**

MADE BY **C. H. ALDEN SHOE CO.**



DUTCH BOY

The AMSTERDAM

No. 600
BROWN CALF
WHITE BUCK
C. H. ALDEN
BROCKTON

UNITED LAST COMPANY

56 Cherry Street — BROCKTON BRANCH — Brockton, Mass.

STOCKINGS FOR TRAMPING THE FAIRS

BERKSHIRE has three stockings, each one in its way pretty exciting accompaniments to the Fair shoe, and sturdy, wearable and exquisite in the bargain. First, and perhaps sturdiest, is their "Kantrun," a lock-stitch, lacy weave that looks natural and non-lacy on the leg, and on which they claim the snags "don't run." Second, is their crepe-twist, a patented 4-thread, 45-gauge stocking, sound but sheer in effect, and excellent to promote for the two Fairs. Third, and perhaps mostly for the young, their "Actionees," with wide lastex mesh welt, which reduces garter pull and general stress and wear on the hose.

I. Miller have done a special stocking to go with their World's Fair "Millertaires" shoes — a 3-thread, woven tighter than average for daytime wear, which looks very sheer.

Gordon has a 5-thread style, serviceable for walking the Fairs, durable and sheer at the same time, and very carefully proportioned in length and width.

Gotham's "mileage crepe" we have mentioned before in CREATIVE FOOTWEAR'S pages. It is interesting to note that they have now got up to 300 miles out of a single pair of these stockings.

. . . and Stockings for Open-Toes, Open-Heels

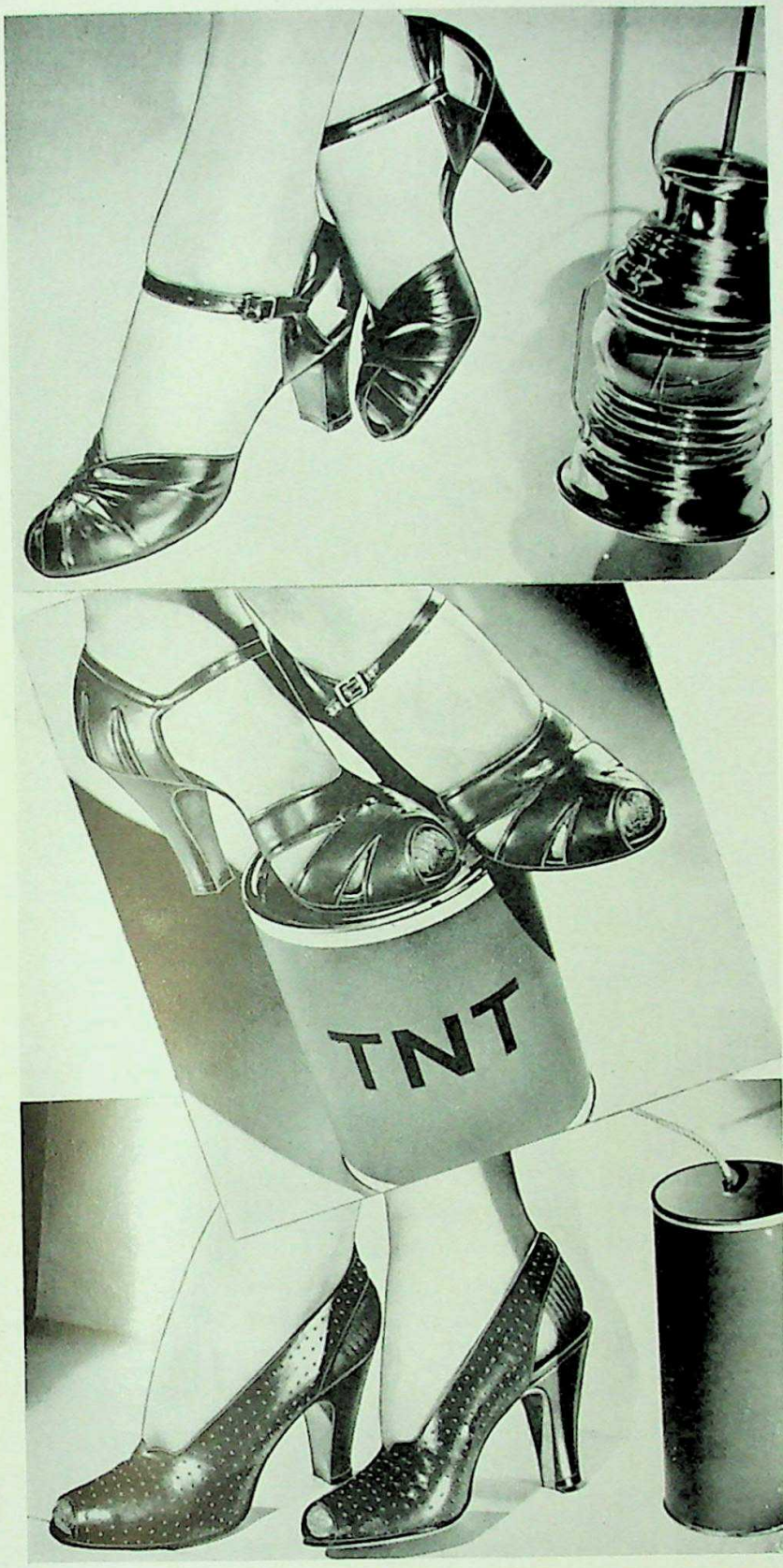
THE sandal, open-toed and open-heeled, *won't* be worn to the Fairs. But you're selling, and will sell straight through the summer, more of this type shoe than any other single kind. Many women, you'll find, will wear a regular standard-type stocking with these. Others will demand a special sandal stocking — such as the Gotham 3-thread chiffon, illustrated here, with invisible toe reinforcement, very narrow sole and narrower-than-usual heel. Gotham has also a fine mesh toe and heel sandal stocking.

I. Miller has done a 3-thread mesh hose with panel back which is reported as going very well in Hollywood. They claim perfect coordination in measurement between sandal and hose. Rollins has a hose with heel and toe of cool, airy lace combined with practicability in the solid upper heel which provides a resistance to walking tension, giving a combination of delicacy and strength.

Nolde and Horst are promoting a regular sandal-foot stocking.

Interstate has a 3-thread, 45-gauge high twist chiffon with lacy mesh toe and heel.

...they appeal to the Big Majority
Poll-Parrot Shoes are Popular Priced for Volume Selling...
As Advertised In
Poll-Parrot Shoes Guaranteed by GOOD HOUSEKEEPING
POLL-PARROT Accepted PARENTS MAGAZINE CONSUMERS SERVICE
A STANDOUT!
Scuffproof Sharkskin tip oxford in boys' and girls' lasts retail profitably from $2.89 up according to size.
ROBERTS, JOHNSON & RAND, Branch of International Shoe Company, ST. LOUIS, MO.



Creative Footwear Scores With "RED"

CREATIVE FOOTWEAR has been shouting "red" ever since the November issue. If the Easter Parade on Fifth Avenue was any indication of the sureness of our hunch, we claim a not-too-modest bit of satisfaction!

We show you above three I. Miller shoes in "Danger" red. Bonwit Teller, in shoes and accessories, and Elizabeth Arden, in cosmetics, call it "Stop-Red." However you use it, it electrifies any color it comes in contact with—pastels, neutrals, white, navy or black.

Viva Profits!

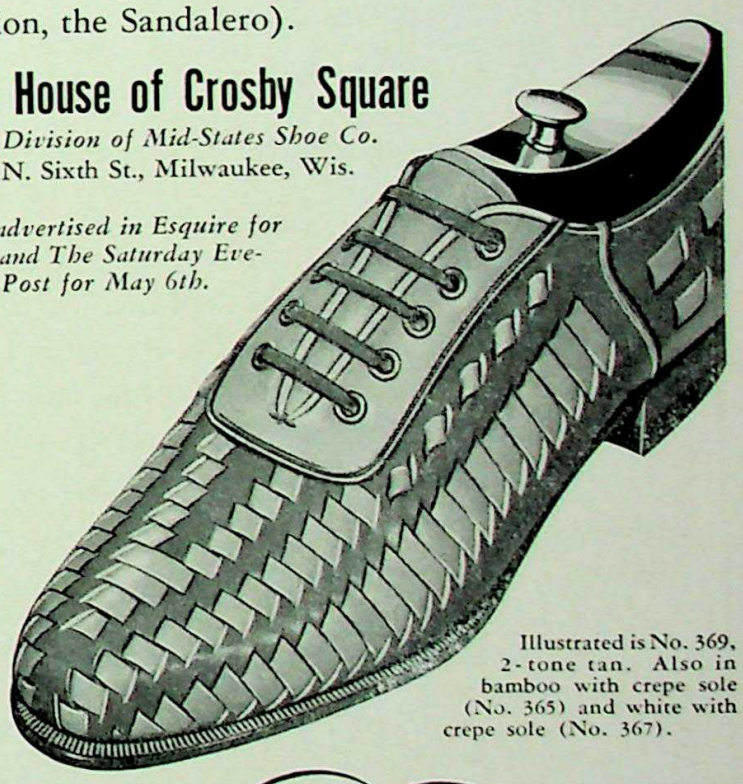
Señor Retailer, with
Crosby Square's
easy-selling, foot-easy
Chihuahuas

It's a woven-shoe year, and the Chihuahua (She-wa-wa) is the shoe of the year. Inspired by the footwear of comfort-loving Mexicans, it provides that ease and freedom that American men are demanding. Pliability, flexible soles, soft counters, unlined foreparts, ventilation — these are the features that make your selling job easy. These, plus that famous Crosby Square name.

Already dealers are reporting an amazing sales response. So, get your share of this profitable business. Size up now on the Chihuahua (and its companion, the Sandalero).

The House of Crosby Square
A Division of Mid-States Shoe Co.
2460 N. Sixth St., Milwaukee, Wis.

• *As advertised in Esquire for May and The Saturday Evening Post for May 6th.*



Illustrated is No. 369, 2-tone tan. Also in bamboo with crepe sole (No. 365) and white with crepe sole (No. 367).

Crosby Square
TRADE MARK REG. U. S. PAT. OFF.
Authentic Fashions
IN MEN'S SHOES

STYLE CONFERENCE POPULARITY

HUB GORE A

(1) Side gore kid model with open shank. (2) Black suede frontal gore, open toe model. (3) Four-button sport model with inside gore.

Styles Conference Stressed Goring for Fall

Slip-ons and step-ins with SIDE AND FRONT GORES will be the number 1 "must" for Fall. There is little or no interest in open heel models and a tendency toward simplicity of patterns with less attention to tips and foxings.

Buttons will be popular for ornamentation with the LIBERAL USE OF GORES.

Specify HUB Quality when ordering

EVERLASTIK
INCORPORATED
CHELSEA, MASS.

Dutch Boys for Beach and Street

FEW places in the country today have greeted the new Dutch accent in shoe styling with greater interest and approval than the city of Holland, Michigan. With a population of fourteen thousand, of which 90 per cent are Dutch or of Dutch ancestry, Holland boasts of two shoe factories now engaged in the manufacture of Dutch-styled shoes.

One of these factories is an old landmark in Holland—the only plant of its kind in America. It is a modest little frame building where only one type of shoe is made, on an average output of 50 pairs a day. For years it has been engaged in the manufacture of the original native Dutch klomp or all-wooden shoe, still worn in the fields by some of the older farmers living around Holland.

The other factory is the Holland-Racine Shoes, Inc., a newly-organized company formed by the recent merger of two old established firms—the Holland Shoe Co. and the Racine Shoe Co. of Racine, Wisconsin.

Above are three new Holland-Racine models — termed Klopper, Klompen and Klossen—for men and boys fashioned after the new popular Dutch Boy last. The Klompen (top), for beach and lounge-about wear, has the style of the solid wood native Dutch Shoe. Uppers are of soft natural calf, fastened to light wooden rocker-bottom soles with brass pegs. The Klompen (center) and Klossen (bottom), more conservatively styles for street wear, have uppers of natural calf with crepe and leather soles respectively.

WILLIAM PARROTT
Secretary of Shoe Fashion Guild

Shoe Fashion Guild Show — May 9 and 10

THIS season the Shoe Fashion Guild by popular demand is going back to the Hotel Biltmore, New York City, to display the lines of its members and plans are under way for a bigger and better showing on May 9 and 10 than ever before.

The Guild has strengthened its membership by the addition of six to eight new manufacturers who will, through their retail outlets, bring even greater interest and enlarged audience to this gathering.

The members of this group are fully appreciative of the position of prestige that they hold. They know that the eyes of the industry are centered on them and they are rapidly preparing lines that show why their products are famous throughout the world and why they are the accepted pacemakers of shoe fashions.

It is anticipated that well over one thousand buyers and merchandise men, representing the "top of the trade" will attend the Guild Showing on May 9th and 10th. This is a conservative estimate. The average attendance of previous showings has been about that number. With the addition of new, well known producers, who have hundreds of retail outlets and their own fine share of merchandise interest, there is a possibility that the attendance may exceed fifteen hundred.

TU-TOE FAIRY FORMS

A Commanding Display Effect

Will you make this test? Set up two toeless models on your showcase within reach of your customers. Use a *Fairy* TU-TOE *Form* in one model and have the other without a form or fitted with an ordinary form—then watch the results. You will be amazed at the number of shoppers who will stop and admire the model with the *Fairy* TU-TOE *Form*.

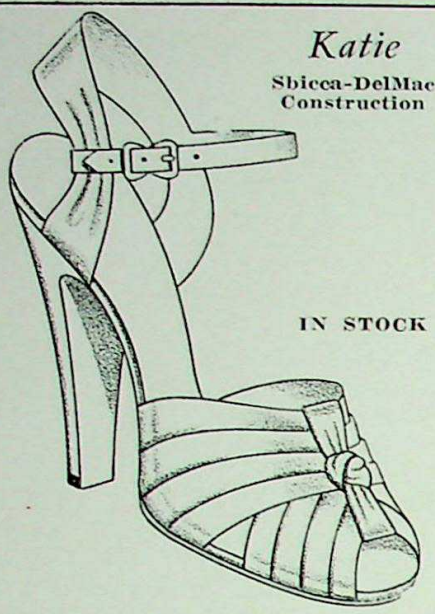
This test will show the stopping power of Fairy Form displays and prove the greater sales appeal of models shown with TU-TOE Forms. *Fairy* TU-TOE *Forms* stop them and sell them—because they dramatize emphatically the outstanding features, beautiful lines, sleek fit and hugging heel—and the two tinted toes have an exciting appeal as they peek through the open toe.

Fairy Tu-Toe Forms will build your sales and speed up your turnover. Let us tell you how.

Write today for complete information

SHOE FORM CO. INC. Auburn, N. Y.

Shoe Form Co. Inc. Auburn, N. Y. Dept. CF-5
GENTLEMEN: Tell me more about *Fairy* TU-TOE *Forms*.
Name.....
Firm.....
Street.....
City.....State.....



Katie

Sbicca-DelMac Construction

IN STOCK

C2544	White Kid	$2.50
C7800	White Satin	2.50
C7802	Black Satin	2.50
C2538	Black Patent Leather	2.50
C2540	Blue Calf	2.50

21/8 Louis Heel
AA and B Widths

Our In-Stock Department is your assurance of service second to none, that Fashion Favorites by Hannahsons will be ever ready for your requirements, giving you up-to-the-minute formal and informal footwear — Send For Our Catalogue Today.

HANNAHSONS
HAVERHILL, MASS.

It's the Kiddies favorite!

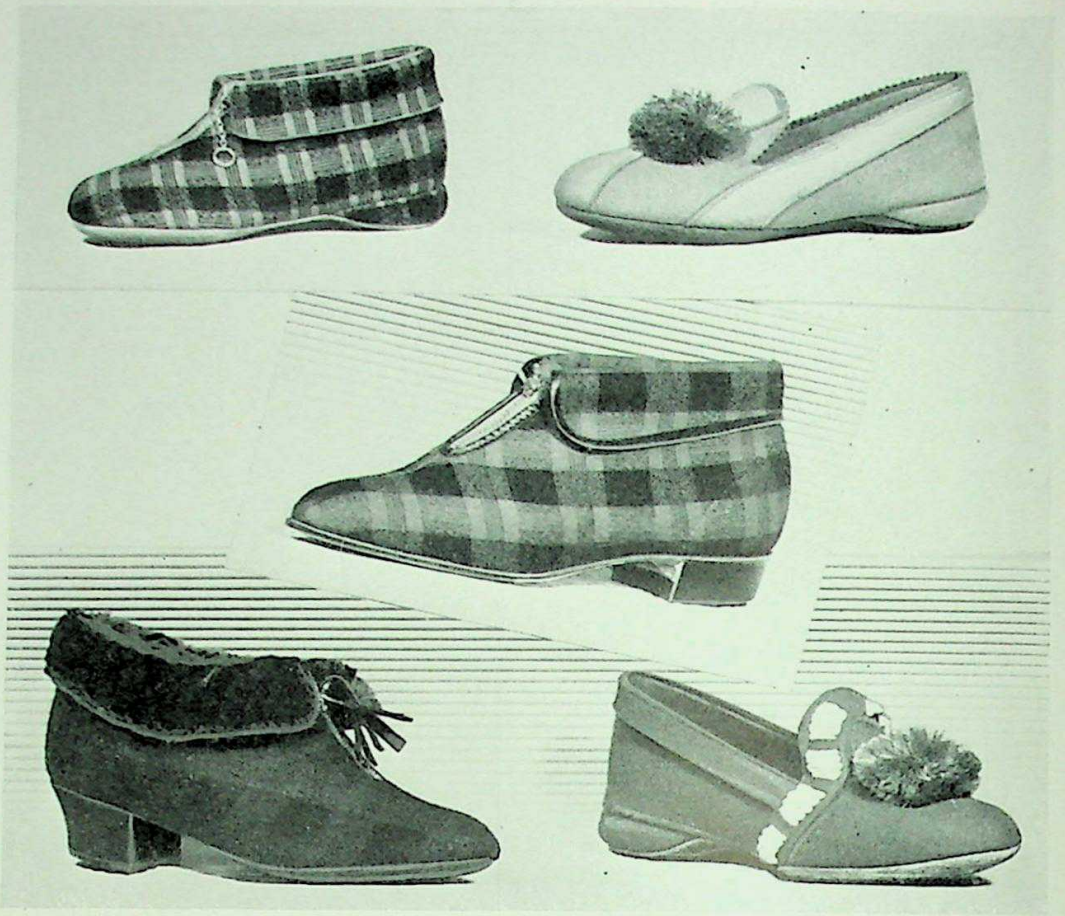
Elam's Puritan Welts — "the shoes that mothers tell others about." Comfortable, sturdy, long-wearing, easy to fit — in new summer styles. Stock them now and get your share of profits from Elam's Puritan Welts.

STYLE 542
IN STOCK
2-8

All Styles In Stock. Send For Spring Catalogue.

F. S. ELAM SHOE CO.
1500 Clinton Avenue North
Rochester, N. Y.

- **New York: 439 Marbridge Bldg.**
- **Chicago: Harper & Kirschten Shoe Co.**
- **Boston: Lane Brothers**
- **Los Angeles: Boston Shoe Co.**
- **New Orleans: B. Rosenberg & Sons**
- **Cleveland: Krohngold Shoe Co.**



Felt Slippers Go Fashion Conscious

YOU'LL begin buying felt boudoir slippers this month and next. CREATIVE FOOTWEAR has done a bit of poking about and has learned to its ecstatic delight that many manufacturers of felt slippers have veered away (at long last!) from the stereotyped, tried and tired formula of felt slipper design, until now practically unchanged since this writer was a little girl paddling around in them in her nursery.

Felt has gone imaginative, fashion conscious, has put on a tuxedo and a banquet smile, has made itself commanding in surface pattern and in slipper design.

In the accompanying photograph, top row, are two children's slippers—a plaid "kiltie" bootee (left) with front zipper and cushion heel, from United Slipper Company, and a misses' slipper with streamlined contrasting applique from Winston Slipper Company. On the bottom row, left to right. A dark red plaid felt boot with low covered heel, zipper, and cuff of electrified lamb's wool, from Blum Shoe Manufacturing Company. Soft-soled, cushion-heeled opera with contrasting woven trim of corduroy, from Winston Slipper Company. Center, a Highland plaid zipper boot with leather and rubber heel from Little Falls Felt Shoe Co.

Boston Shoe Fair

ADVANCE registrations for the Twentieth Annual Boston Shoe Fair, to be held at the Hotels Statler and Parker House on June 5, 6, 7 and 8, continue to be received in greater volume than in any recent year at the headquarters of the New England Shoe and Leather Association. Even now, six weeks before the opening of the Fair, it is an assured fact that the show will be more than ever national in scope, not only in so far as number of exhibitors is concerned, but in the number of merchant buyers, as well.

Five floors have been reserved at each of the two official hotels for the display of shoes. A majority of the

higher-priced lines — $5 and up — will be shown at the Parker House, which is in the heart of Boston's downtown department store section, and which is cooperating for the first time in the history of the Fair.

Applications for sample rooms have been received from manufacturers in every part of the country. Practically all the Cincinnati houses will be represented. All of St. Louis' prominent manufacturers have made reservations—some of them contracting to use more space than they did last year. Southern manufacturers also are to be well represented; and, of course, all the well-known New England shoe concerns.

The Boston Shoe Fair this year will give buyers much more than a mere cross-section from which to make their selection of shoes for the Fall and Winter selling season. It will enable them to see and study most, if not all, of the representative lines of the country — staple and style merchandise — in every price grade.

All members of the trade — shoe buyers, manufacturers and salesmen --who are planning to attend are urged to investigate the substantial savings in railroad fares which are being offered this year in connection with New York's World Fair. Round trip rates to Boston from all distant points in this country and Canada are the lowest in 25 years. Stop-over privileges are permitted in New York and Round Trip Summer Tourist Rates to Boston are available from many sections as noted below.

Atlanta	$59.15
Chicago	58.65
Cincinnati	53.85
Cleveland	39.20
Dallas	91.05
Denver	101.70
Detroit	47.30
El Paso	120.05
Los Angeles	147.40
Louisville	59.85
Miami	85.05
Minneapolis	81.05
Montreal	20.00
New Orleans	81.40
New York	13.80
Pittsburgh	40.20

The Midwest Shoe Fair Netherland Plaza, Cincinnati

THE committee in charge of the Midwest Shoe Fair, to be held on June 11th, 12th, and 13th, is now engaged in formulating definite plans for this affair. F. J. Weber, General Chairman, recently announced that the 1939 Fair will undoubtedly surpass any of those held in the past. From advance reservations, it is believed that there will be a much larger number of manufacturers represented at the Fair. The retailers' reservations are also far in advance of those of past years. The committee feels that this excellent representation will give the industry an opportunity to obtain the newest fall style information at a time when the outstanding features are established and buyers are ready to write sizes.

Mr. Weber advises that all manufacturers contemplating attending this Fair should send in their application for display space to the Netherland Plaza Hotel. The Entertainment and Style Show Committee have worked out a program that promises to be exceptionally interesting and arrangements have been made for golf at various Cincinnati Country Clubs. There will, of course, be the usual convention activities at the hotel. The annual banquet will be given in the Hall of Mirrors. In conjunction with this, the committee is presenting an unusually beautiful Style Show as well as some vaudeville acts, featuring outstanding personages in the theatrical world.

The usual convention luncheon held on Tuesday, June 13th, will present several speakers of interest to the entire industry as well as an address of welcome by Mayor Stewart of Cincinnati.

As a closing feature of the entertainment program, Cincinnati Shoe Men's Camp will give a party at their lodge located on the Ohio River, on Tuesday evening, June 13th.

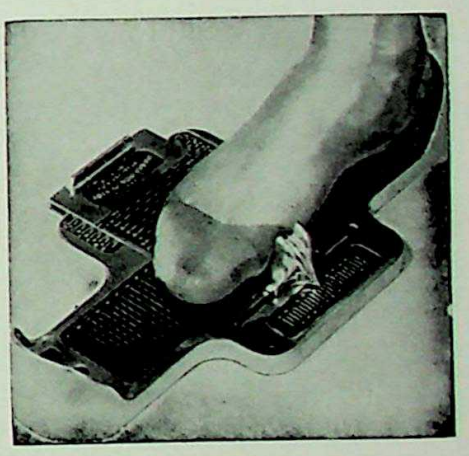
MORE FLEXIBILITY AND COMFORT

ROZ-IN-IZE—the perfected sole leather treatment — brings a greater measure of flexibility and COMFORT to all types of footwear. Every fibre is actually surrounded by a film of water-resisting agencies that step up pliability to a maximum degree. Increases wear from 50 to 100%... makes soles damp-proof ... leaves grain dry and free from smudging ingredients.

ORDER Genuine ROZ-IN-IZE IN YOUR TREATED SOLES

ROZ-IN-IZE INC. 570 EAST FIRST ST. SO. BOSTON, MASS.

Ask Manufacturers to Attach Identification tags



In two quick motions WITH THE BRANNOCK HEEL to BALL FITTING DEVICE

YOU GET THE EXACT SIZE SHOE YOUR CUSTOMER REQUIRES

You make sales quicker, increase repeat sales, and attract new customers with this efficient foot-measuring device. Over 33,000 are now in use in shoe stores and depts. Order from your shoe manufacturer! Special Co-operative Price!

THE BRANNOCK DEVICE CO. SYRACUSE, N. Y.

Top to bottom. (1) A side lace saddle oxford that introduces a new note of fashion in men's footwear. Styled on a rocker bottom last. (2) Tie loops and eyelets feature the lacing arrangement of this U-throat oxford. (3) A grained leather model fashioned over a new last that has a receding toe and fairly high side walls. All models by Farmington Shoe Co.

SHU-SHINE spells
profits
for you
Not only
the profit on the first sale, but constantly repeating profits come from sales to satisfied customers. Users of Shu-Shine buy and buy again.
This laboratory controlled product is always uniform -- always satisfactory. It never harms leather or fabric.
Attractively packaged in a tube, bottle, jar, or a Dandee Duster with an ample profit mark-up for you. Order from your regular jobber today.
SHU-SHINE
WHITE CLEANER
A BETTER WHITE FOR CANVAS, CALF, BUCK AND KID SHOES
MANUFACTURED BY OSMIC CHEMICAL CO. BROCKTON, MASS. U.S.A.
OSMIC CHEMICAL COMPANY
BROCKTON, MASS.
Tailor Made for the Shoe Trade

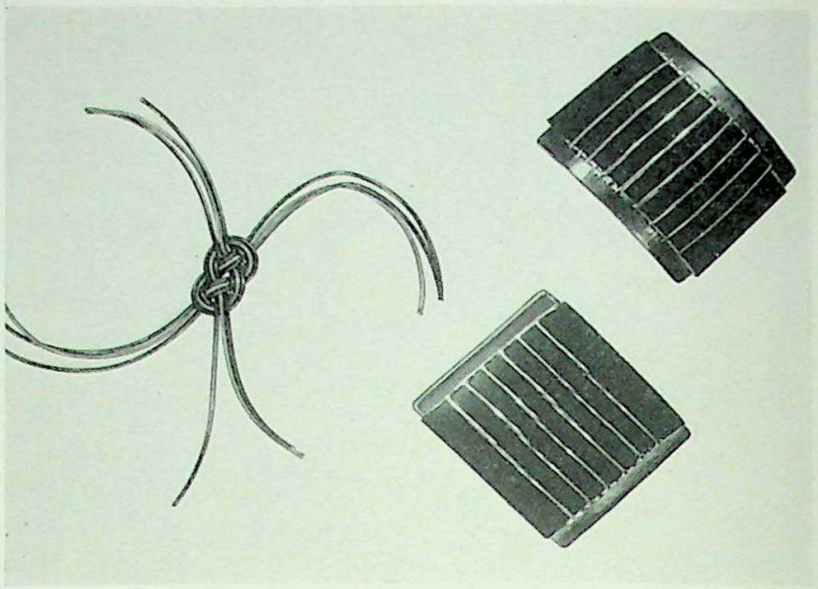
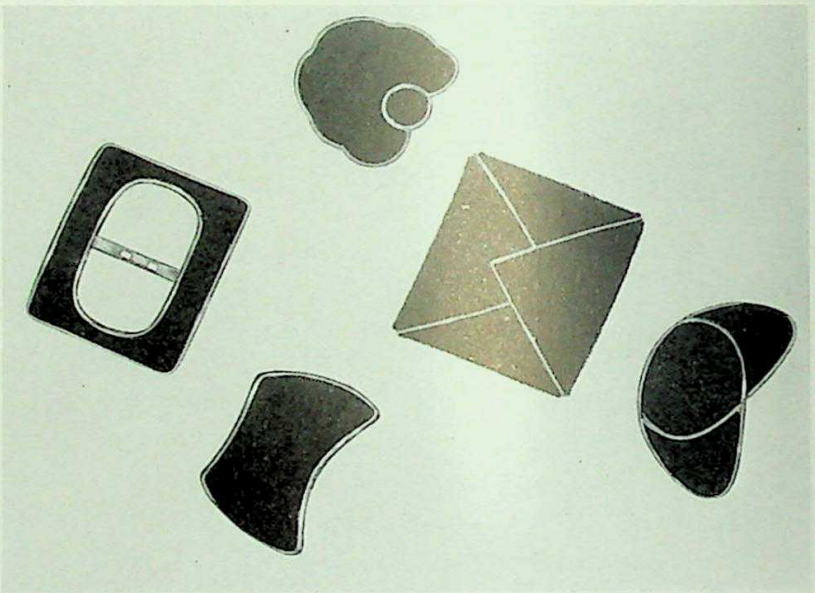


Photo No. 1

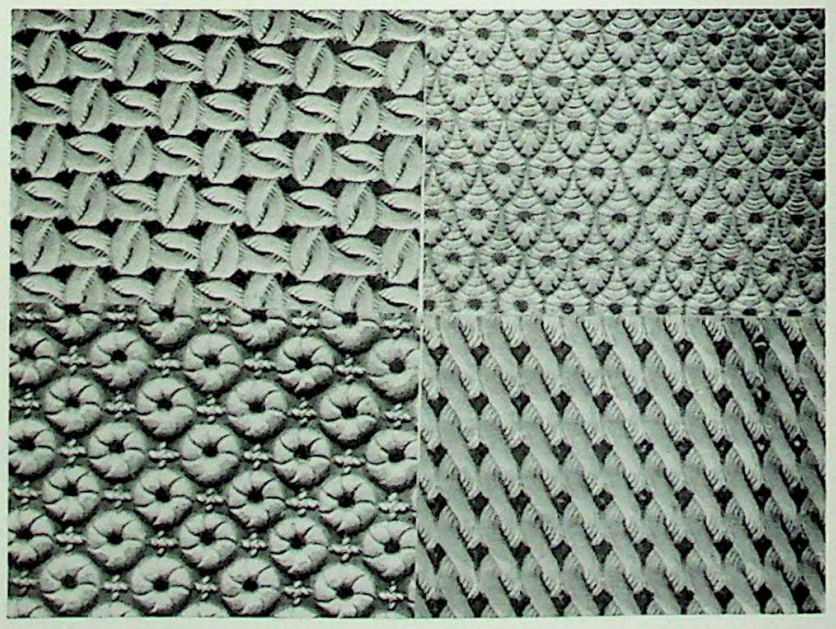
Buckles for Fall

We'll wager you'll see some buckles on the new high-riding shoes for Fall—and we call your attention to those in the accompanying photographs. Note the combination of metal and leather—the leather either woven through the metal, as Alterson has used it (photo 1), or inlaid, as L. A. Myers, Jr., Inc. has done it (photo 2). Note, too, a certain "colonial" feeling to many of the buckles illustrated.

Photo No. 2



Embossed grains, weaves, meshes and reptilians are holding steady interest in the fashion picture for fall. Illustrated below are four of the latest, most novel originations designed by the Roehlen Engraving Works, Inc.



Merchandising News

Africana

A LOVELY new Brown with a rich Mahogany undertone ushers in a new theme in color trends, and is destined to enjoy the longest run the "Brown Family" has had in years.

The influence of Dark Brown was felt this Spring because it keyed with Beige costumes. However, it is not expected to follow-through for Fall in such volume because Dark Brown by itself is too drab a color for accent purposes.

Many who have analyzed costume colors for Fall believe there is one version of Brown that fits into the picture because of its lively, rich, deep interest. It is Africana by Ohio Leather Co.

Naturally, Black will lead the picture but Africana is a bright brown color that serves as a rich contrast when worn with Portbrown, Greens, Blues, light Browns and Gray. It definitely enhances the Black costume. Because of its wide versatility for coordination, it is felt that Africana will be a most important accent color for Fall.

Sanitizing and the Antiseptic Shoes

THE written word, as used by copywriters for mouthwashes, soaps, deodorants, dentifrices, et cetera, in the past decade, has long since ceased to make even the most sensitive female wince. On the contrary, it has taught every woman in the country, from Hollywood's glamorous star to the simplest factory worker, to face frankly and squarely the problems of personal daintiness. Fastidiousness has become almost a religion.

Until recently there has been no way to check the decomposition of shoe leathers from the effects of even a normal flow of perspiration. One couldn't send shoes to the cleaner's, and they couldn't be whisked through the suds at home. But modern science keeps on triumphing, and has again solved a problem that for generations has seemed hopeless. Mitchell & Peirson, Inc., has developed a new and revolutionary lining kid, produced under a special patented process known as "Sanitizing."

The new product, called Sani-Kid, not only prevents formation of perspiration odors in shoes, but is actively antiseptic and self-sterilizing as well. By checking bacterial activity, Sanitizing not alone resists fibre decay, but actually improves the mellowness and texture of the leather, making it softer, more pliable, easier to handle.

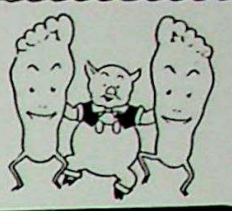
Palter DeLiso, it has been announced, will introduce Sani-Kid linings in all of his shoes this Fall. Other important nationally-known manufacturers also will employ the newly perfected product shortly.

Fort Worth Prepares for 1940 Southwest Shoe Show

SAN ANTONIO shoe retailers did such an excellent job in planning and staging the convention of the Texas-Oklahoma Shoe Retailers Association in their city in January of this year, that the merchants of Fort Worth, where the convention is to be held next year, have already started to plan and organize for the 1940 convention, which is expected to attract a record attendance from the entire Southwest.

Glen Jones, of Fort Worth, newly elected president of the Texas-Oklahoma association, was honored recently at a banquet attended by the local association at the Hotel Texas. Plans for the 1940 convention were discussed and Gus Daniels was appointed general chairman of the committee which will have charge of the arrangements.

Fifteen of the conventions of the Texas-Oklahoma Shoe Retailers Association have been held in Fort Worth, it was pointed out by Dave L. Tandy, who presided at the banquet, the last one held there being in 1938. It is expected that the 1940 convention will eclipse all of its predecessors.


"I'M A FRIENDLY SOLE!"

"I bring the feet real comfort,
Foot Health while we're walking.
And when you sell another pair,
You'll know I did some talking."

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INNERSOLES • COUNTERS • WELTING

EDGAR S. KIEFER TANNING CO.
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Professional
BOWLING SHOES
PRICE
Men's Bal $2.55
Men's Oxford $2.50
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Combination Soles
RIGHT FOOT
Rubber Sole
Rubber Heel
LEFT FOOT
Buckskin Sole
Rubber Heel
No. 240

BROOKS SHOE MFG. CO.
Swanson & Ritner Sts., Philadelphia

Coming Trade Events

MAY 9-10, 1939
Fall Showing of Shoe Fashion Guild, Hotel Biltmore, New York.

MAY 15-17, 1939
First Annual Convention and Shoe Show of the Southeastern Shoe Travelers' Asso., Hotels Charlotte and Selwyn, Charlotte, N. C.

MAY 21-22, 1939
Annual Convention Illinois Shoe Retailers and Shoe Travelers, Pere Marquette Hotel. Peoria, Ill.

MAY 28-31, 1939
Southwestern Shoe Travelers' Association Style Show and Market Season, Adolphus Hotel, Dallas, Texas.

JUNE 5-8, 1939
Twentieth Annual Boston Shoe Fair, sponsored by New England Shoe and Leather Association, Hotel Statler and Parker House, Boston, Mass.

JUNE 11-13, 1939
Midwest Shoe Fair, Netherland Plaza Hotel, Cincinnati, Ohio.

JUNE 12-14, 1939
Annual Convention California Shoe Retailers' Asso., Hotel Biltmore, Los Angeles, Cal.

JUNE 18-20, 1939
Wisconsin Shoe Travelers' Association Shoe Show.

JULY 9-10, 1939
Atlanta Shoe Fair, Henry Grady Hotel, Atlanta, Ga.

JULY 9-11, 1939
Pennsylvania Shoe Travelers' Association Shoe Show and Convention, William Penn Hotel, Pittsburgh, Pa.

SEPTEMBER 18-19, 1939
Official opening of American Leather and Style Conference for Spring 1940, Waldorf-Astoria, New York, N. Y.

SEPTEMBER 10-12, 1939
Twenty-first Annual Convention and Exhibit, New York State Shoe Retailers' Association, Seneca Hotel, Rochester, N. Y.

The Mexandal Is Here

The **MEXANDAL** *is smartly styled with medium Cuban Heel, Ankle Tie Strap, Open Toes.*

OUR NEW LOW PRICE OF **$18.00** Per Doz. Wholesale

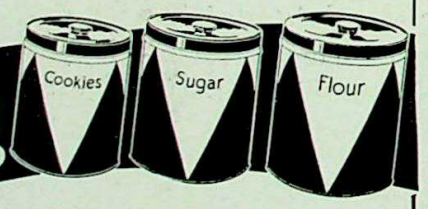
enables the dealer to more than double his money for this is the same Mexican sandal we advertise nationally at $3.75 per pair.

Stocked in Santa Fe for immediate delivery in natural beige leather or in white. Chinese red or blue may be obtained on special order with deferred delivery.

Women's sizes 3 to 8

The OLD MEXICO SHOP
SANTA FE -- NEW MEXICO

WHITTEMORE'S *makes you this offer*



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with each gross of any or all of these products

. . . an ornament and a convenience to any kitchen — extra heavy metal, lacquered in cream color and deep green. Well fitted, air-tight covers.

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Get your reward now by stocking these popular, fast-selling WHITE SHOE DRESSINGS.

ORDER NOW!

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WHITTEMORE BROS. CORP.
Department CF Cambridge, Mass.

The "Spike" that made Golf Shoe History

More and more shoe manufacturers are using The Detachable **Phillips Spike.**

We make it possible for leading Retailers to sell our spikes and to service these shoes.

Write for our folder giving complete story

F. C. PHILLIPS CO. Stoughton, Mass.

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LAST CALL

Genuine White Bucks TO RETAIL AT $5.00

• Style-minded shoe merchants all over America have started collecting cool cash from these five hot numbers announced by Racine early this spring . . . five genuine white bucks made to retail profitably at $5.00. If you didn't stock them . . . or if your stock shows signs of running out on certain numbers . . . there's still time to take advantage of a late spring that holds the door of profit opportunity open for weeks longer. Summer profits are still in store for you. Wire today.

Racine Shoe Division

HOLLAND-RACINE SHOES, Inc.

Holland, Michigan

Racine Shoes

PACESETTERS IN MEN'S FOOTWEAR

THE WAVERLY
Style No. 114 . $3.25

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Plus THE OUTSTANDING VENTILATED STYLE OF THE SEASON

THE AYRMAN
An all-season favorite. Ventilated Tan Crushed-Pig, Calf Lacing.
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In Felters Certified Felt

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Blum Shoe Mfg. Co., Dansville, N. Y.

KILTIE ZIPPER *
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Used by all leading slipper manufacturers in Men's, Boy's, Ladies' and Misses' slippers and Children's bootees.

For Hard and Soft sole slippers.

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This Label

** These are only a few of the many MAC-PLAID Styles available from these and other slipper manufacturers.*

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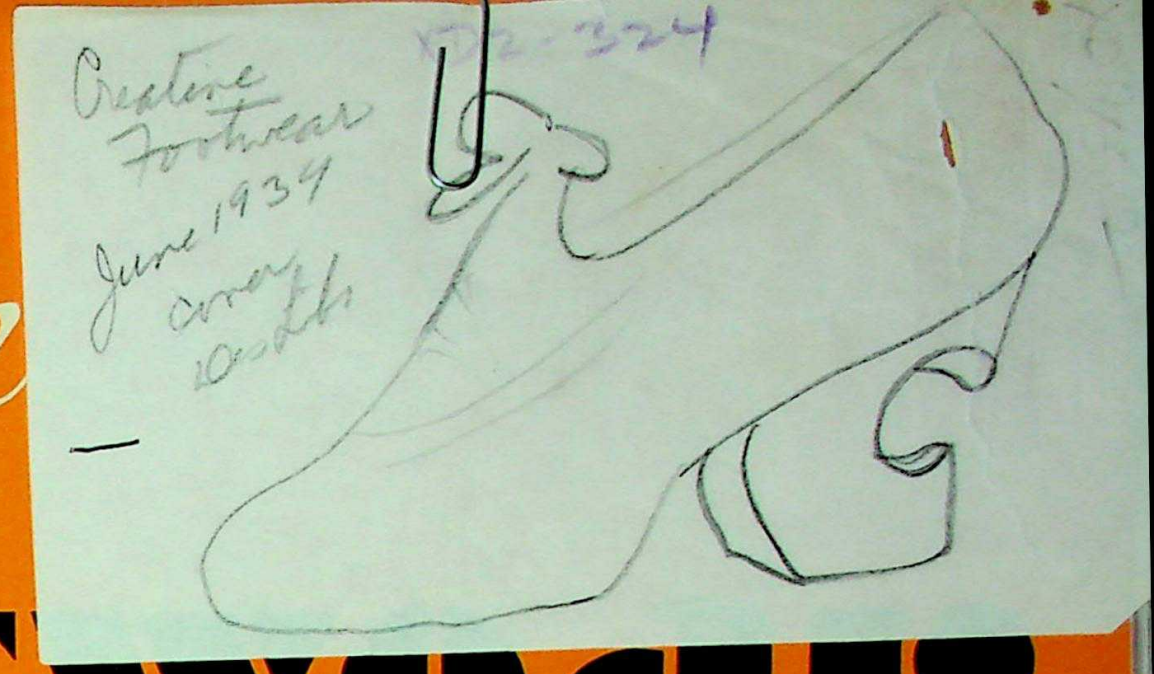

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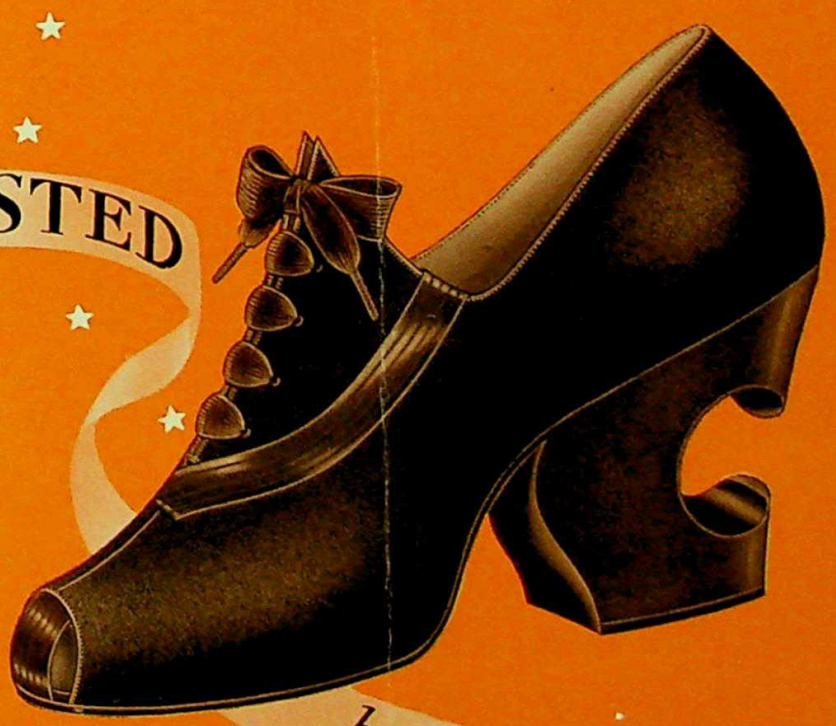

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